



ALLIANCE 2.0 - FOCUS ON REVENUE

August 4, 20210 - Vancouver, BC - Alliance Growers Corp. (CSE: ACG; FWB:1LA; OTCPK: ALGWF) (“Alliance Growers” or “the Company”) provides an update on the Company’s focus on revenue opportunities. Management continues to refine and adapt Alliance Growers business model to maximize value for all stakeholders. Covid-19 has dealt a serious blow to all cannabis companies, with many declaring bankruptcy or scaling back their operations. Alliance continues with its Four Pillars Business model adding near-revenue business units to satisfy the needs of cannabis investors.

During the height of the pandemic, the Company experienced difficulty raising capital, but now that the pandemic is easing off, the Company has begun securing the financing it needs to return to trading. As Alliance Growers gets closer to resume trading, management continues to work diligently to finalize another year end. In addition to the August 2019 audit, the Company is also completing the August 2020 year end as well as the first 3 quarters of the year ended August 31, 2021. Concurrently with audit completion, management is working to satisfy all regulatory requirements to return to trade.

Overview of the Refined Alliance Business Model

1-Alliance Branded Products - The Company has developed a strategic relationship with an Ontario Licensed Producer, Canwe Growers, a wholly owned subsidiary of New Maple Holdings Ltd. In 2021 we expect to be working together to produce and distribute Alliance Growers branded product, beginning with Pre-Rolls made from the superior medical grade cannabis grown by the Canwe team and distribution via Canwe Growers network.

2- Tissue Culture Biotech Complex - the Company has the option to acquire up to 30% ownership of the Tissue Culture Complex and has acquired 10% to date. Given COVID and other challenges in the cannabis space, PharmaGreen has decided to develop a smaller facility initially to reduce capex in order to reduce construction time to get its products to the

market as soon as possible. Despite various challenges, PharmaGreen continues to negotiate the closing of a \$30M Bond Offering in Europe, which will fund the down-sized Tissue Culture Complex and Hemp operations in the US.

3- CBD Infused Spirits - despite unavoidable delays, the Company continues to work to finalize a formal agreement with a Canadian distillery to supply spirits to be infused with CBD. Both companies have completed their due diligence and expect to close within 90 days. The infused products will be developed initially for export to the USA and eventually in Canada once Canadian regulations permit the sale of CBD infused spirits within Canada. The private company already has a premium vodka product that will be re-launched for distribution in Canada. There will be a financing concurrent with the arrangement which may include acquisition of the distillery.

4- Premium Infused Cannabis Products for Pain Relief - the Company expects to begin negotiations to acquire a private company who are innovators of premium infused cannabis products. Through an ambitious strategic plan, the Company would position itself to become an industry leader with premium cannabis products, infused with the natural pain relief from CBD/THC. In addition, it would include the production and distribution of isolate and distillate oils extracted from cannabis plants. This will be structured as a self-financed wholly owned subsidiary.

5- Feminized CBD Hemp Seeds - the Company is in discussions with PharmaGreen exploring the opportunity to invest in a project that will be carried out on the same property as the Biotech Complex. For an investment that is a fraction of the expected revenue, Alliance Growers is able to participate in a potential revenue stream of \$5M in 2022 through the sale of feminized CBD hemp seeds to Canadian hemp farmers. PharmaGreen reports that the demand for PharmaGreens' CBD hemp feminized seeds is very high.

Commenting on securing revenue opportunities, Dennis Petke, President and CEO of Alliance Growers stated, "We are continuously reviewing revenue opportunities that fit with our Four Pillars corporate strategy designed to focus on projects that have realistic potential for revenue in the medical cannabis, hemp and other plant-based medicine markets.

Securing opportunities that are self financed will make it possible to complete partnerships and acquisitions to benefit all stakeholders.

The Company is in the process of updating its website and company profile with various entities.

For further information, please visit the Company's website at www.alliancegrowers.com or the Company's profile at www.sedar.com.

If you would like to be added to Alliance Growers' news distribution list, please send your email address to newsletter@alliancegrowers.com.

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FORWARD LOOKING INFORMATION

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Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. These include, but are not limited to, the Company's ability to identify and complete additional suitable acquisitions to further the Company's growth as well as risks associated with the medical marijuana industry in general, such as operational risks in development and production delays or changes in plans with respect to development projects or capital expenditures; the uncertainty of the capital markets; the uncertainty of receiving the required licenses, production, costs and expenses; health, safety and environmental risks; marketing and transportation; loss of markets; environmental risks; competition; incorrect assessment of the value of the potential market; ability to access sufficient capital from internal and external sources; failure to obtain required regulatory and other approvals and changes in legislation, including but not

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The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws or the Canadian Securities Exchange. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.

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