



FOR IMMEDIATE RELEASE

## **Inner Spirit Holdings Establishes Toronto office to Pursue Franchise & Corporate Opportunities in Ontario, Potentially Doubling Spiritleaf's Footprint**

*- Inner Spirit opens Ontario office and franchise sales following announcement of the Provincial Government's plans to permit privatized retail of recreational cannabis -*

**TORONTO, Ontario (August 15, 2018)** – Inner Spirit Holdings Ltd. (“Inner Spirit” or “the Company”) (CSE:ISH), a specialty retailer and franchisor establishing recreational cannabis dispensaries across Canada under the Spiritleaf brand, today announced that - following the news of the Ontario Government’s plan to permit private recreational cannabis sales - it has begun processing and accepting additional franchise applications for Spiritleaf stores in Canada’s most populous province.

“Inner Spirit has been preparing for this very positive development since the Ontario provincial election so we could seize this opportunity,” said Darren Bondar, President & CEO. “We are extremely encouraged by the interest we have received from many aspiring franchise partners. Our team is excited to pursue expansion and has identified more than 100 territories to grant in Ontario. This initiative has the potential to double our Canadian footprint and to position Inner Spirit as a leader in the national recreational cannabis market.”

Spiritleaf has opened its Toronto office and entered into an exclusive real estate agreement with Marino Locations Ltd. who will be actively involved in developing the Ontario region with Spiritleaf. Marino Locations Ltd. brings more than 35 years of experience representing the needs of retailers, landlords and developers across Canada.

Individuals interested in applying to own their own Spiritleaf franchise may contact Inner Spirit at (403) 930-9300, or [franchise@spiritleaf.ca](mailto:franchise@spiritleaf.ca). Real estate representatives who would like to receive a landlord presentation may contact 416-767-8865 or [leasing@spiritleaf.ca](mailto:leasing@spiritleaf.ca).

### **About Inner Spirit**

Inner Spirit is establishing a chain of recreational cannabis dispensaries under its Spiritleaf brand. Supporting local entrepreneurs by applying its award-winning franchise and retail models, Inner Spirit has more than 100 franchise agreements in place for potential Spiritleaf locations and will also operate corporate dispensaries in certain jurisdictions. Developing a diverse portfolio of quality and curated lifestyle cannabis products - including Spiritleaf’s own locally sourced lines – Inner Spirit’s Spiritleaf brand is positioned to be an iconic Canadian brand and the most trusted source for recreational cannabis. More information can be found on Inner Spirit’s website at [www.innerspiritholdings.com](http://www.innerspiritholdings.com).

### **Forward-looking statements**

This press release contains statements and information that, to the extent that they are not historical fact, may constitute “forward-looking information” within the meaning of applicable securities legislation. Forward-looking information may include financial and other projections, as well as statements regarding future plans, objectives or economic performance, or the assumption underlying any of the foregoing. In some cases, forward-looking statements can be identified by terms such as “may”, “would”, “could”, “will”, “likely”, “expect”, “anticipate”, “believe”, “intend”, “plan”, “forecast”, “project”, “estimate”, “outlook”, “potential” or the negative thereof or other similar expressions concerning matters that are not historical facts. Examples of such statements include, but are not limited to, statements with respect to the objectives and business plans of the Company; the establishment of recreational cannabis dispensaries in BC, Alberta, Saskatchewan, Manitoba and Ontario; the intention to grow the Company’s business and operations; the legalization of cannabis for recreational use in Canada, including federal and provincial regulations pertaining thereto and the timing related thereof and the Company’s intention to



participate in such market, if and when legalized; the competitive conditions of the industries in which the Company operates; and laws and any amendments thereto applicable to the Company.

Neither CSE nor its Regulation Services Provider (as that term is defined in the policies of Canadian Security Exchange) accept responsibility for the adequacy or accuracy of this release.

**For further information**

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