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Listed on the Canadian Securities Exchange under the symbol ("AFI")

Affinor Growers engages Secure Strategy Group.

December 1st, 2014, Montreal, Canada - Affinor Growers Inc. (CSE:AFI, OTC:RSSFF, Frankfurt:1AF) ("Affinor" or the "Corporation) a patented provider of safe, high quality agricultural and vertical farming technologies, is pleased to announce that it has engaged Secure Strategy Group for financial and corporate advisory services.

Affinors' vertical growing technologies use and control precise combinations of light, temperature, water, and nutrients to create specific growing conditions that result in optimum crop production with maximum product quality and shelf-life. The Affinor systems can be used to produce a number of high quality agricultural products including herbs, lettuce, spinach, cannabis and plants that require pollination such as strawberries. Advantages of the Affinor systems, over what has previously been considered to be the market leading system, include:

- Estimated 60-70% labor savings due to automation and optimized workflow.
- Improved lighting design for faster growth and significantly higher yield.
- Estimated 25-35% reduction in equipment costs.
- Estimated 30% reduction in space required to product the same output.
- A patent-pending pollination technology allowing Vertical Designs facilities to grow crops like strawberries that require pollination (e.g. by bees).
- ***A vertical farm of one square block, 30 stories high could produce the same amount of food as 24,000 acres of farmland.***

Under the terms Secure Strategy Group will receive a monthly cash advisory fee of eight thousand dollars and one million warrants of the Corporation that are exercisable into one million common shares of Affinor at an exercise price of $0.32 per share on or before October 16, 2017.

Sebastien Plouffe, Affinor's CEO, commented, "The global food system will experience a food security crisis over the next 40 years. Affinor's exclusive technology can help to solve global food security and food shortages by utilizing automated, software-driven technology that is able to grow grade A1, non-GMO crops year-round without chemicals or pesticides. As we build Affinor we decided to engage an

advisor that can not only help to bring capital and visibility within the investment community, but also expertise on building our team and accelerating our growth. This is why we chose to engage Secure Strategy Group and are proud to begin a long term relationship with a leader."

Scott Greiper, Secure Strategy Group President, stated, "Food safety and supply is one of the primary risks affecting the entire globe. Affinor's mission to help solve these challenges is supported by its world-class team, patented technologies and proven results. We are thrilled to have the opportunity to help support the growth of this Company,"

About Affinor Growers, Inc.
Affinor Growers is a diversified publicly traded company on the Canadian Securities Exchange under the symbol ("AFI") and in the U.S. under the symbol ("RSSFF"). Affinor is focused on growing high quality crops such as romaine lettuce, spinach, strawberries and high quality medical Marijuana. Affinor is committed to becoming a pre-eminent grower, using exclusive vertical farming techniques.

About Secure Strategy Group, LLC
Secure Strategy Group is a New York City-based banking and advisory firm that backs emerging growth technology companies that offer solutions with proven competitive advantages. Our banking practice, through broker-dealer Pickwick Capital Partners, provides capital and M&A to fund the growth of our clients, while our advisory practice helps to position and build their businesses.

On Behalf of the Board of Directors

AFFINOR GROWERS INC.

"Sebastien Plouffe"

President & CEO

The CSE has not reviewed and does not accept responsibility for the adequacy or accuracy of this release

Forward-Looking Statements
The statements in this press release constitute forward-looking statements within the meaning of federal securities laws. Such statements are based on our current beliefs and expectations and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are beyond our control. In addition, such forward-looking statements are subject to assumptions with respect to future business strategies and decisions that are subject to change. Potential risks and uncertainties include, but are not limited to, technical advances in the industry as well as political and economic conditions present within the industry. We do not take any obligation to update any forward-looking statement to reflect events or developments after a forward looking statement was made. Actual results could differ materially from those currently anticipated due to a number of factors and risks including various risk factors discussed in the Company's disclosure

documents which can be found under the Company's profile on www.sedar.com. This News Release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E the Securities Exchange Act of 1934, as amended and such forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995.

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