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FOR IMMEDIATE RELEASE

August 4, 2015

Vancouver, B.C.

NEWS RELEASE

**PREMIER DIVERSIFIED HOLDINGS INC.
CONFIRMS EXPIRY OF TAKEOVER BID FOR RUSSELL BREWERIES INC.**

Premier Diversified Holdings Inc. ("**Premier**") (CSE: PDH) confirms that its takeover bid (the "**Bid**") for up to 51% of the outstanding common shares ("**Russell Shares**") of Russell Breweries Inc. ("**Russell**") expire today, August 4, 2015, and Premier will not be taking up any Russell Shares deposited under the Bid. Premier and Russell jointly announced an agreement with respect to the Bid on July 21, 2015.

The depositary for the Bid will automatically return any Russell Shares which were tendered to the Bid to the respective Russell Shareholder. If you deposited shares to the Bid, you **do not need to take any further action as your Russell Shares will be returned to you automatically.**

Premier continues to hold approximately 16.66% of the outstanding Russell Shares and may acquire additional Russell Shares up to 19.99% of the outstanding Russell Shares on an undiluted basis. Messrs. Sanjeev Parsad and Alnesh Mohan have been appointed as directors of Russell.

On behalf of the Board of Directors

"Sanjeev Parsad"

Sanjeev Parsad
President, CEO and Director

For further information, contact:
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About Premier Diversified Holdings Inc.

Premier is a British Columbia company which operates in diversified industries. It acts as a holding company (either directly or through a subsidiary) that may be active in the management of investee companies to varying degrees. Information about Premier may be found at www.pdh-inc.com.

*The Canadian Securities Exchange (CSE) has not reviewed the adequacy or the accuracy of the contents of this document. Company information can be viewed here: www.cnsx.ca. Further information regarding the Company can be found on SEDAR at www.sedar.com. **Legal Notice Regarding Forward Looking Statements:** This news release contains "forward-looking statements" within the meaning of applicable Canadian securities legislation. Forward-looking statements are indicated expectations or intentions. Forward-looking statements in this news release include statements regarding return of Russell Shares to Russell Shareholders and the potential acquisition of additional Russell Shares by Premier. Factors that could cause actual results to differ materially include without limitation that Premier will not proceed with acquisitions of additional Russell Shares. Investors are cautioned against placing undue reliance on forward-looking statements. It is not our policy to update forward looking statements.*