



DOJA Cannabis Company Receives Conditional Approval of CSE Listing

July 27, 2017 – Kelowna, British Columbia – SG Spirit Gold Inc. (“the **Company**”) is pleased to announce that it has received conditional approval from the Canadian Securities Exchange (the “**CSE**”) with respect to the proposed three-cornered amalgamation (the “**Transaction**”) between the Company, Northern Lights Marijuana Company Limited (“**DOJA**”) and a wholly-owned subsidiary of the Company. Following completion of the Transaction, it is anticipated that the Company will be renamed DOJA Cannabis Company Limited and will trade on the CSE under the four-letter symbol DOJA.

Closing of the Transaction is expected to occur on or about August 2, 2017, following which time the Company will provide an update on the expected initial trading date on the CSE. A listing statement with respect to the Transaction is expected to be filed under the Company’s SEDAR profile at www.sedar.com on or about August 2, 2017.

About DOJA

DOJA™ is a premier cannabis lifestyle brand that will feature the highest quality handcrafted strains in Canada. DOJA’s state-of-the-art ACMPR licensed production facility is located in the heart of British Columbia’s picturesque Okanagan Valley. DOJA was founded by the proven entrepreneurial team that started SAXX Underwear®.

ON BEHALF OF THE BOARD OF DIRECTORS

“Richard Grayston”

Richard Grayston
CEO

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DOJA also encourages readers to visit the website at www.doja.life to learn more about DOJA and to sign up for DOJA news updates.

Forward-Looking Information

This news release contains forward-looking statements and information that are based on the beliefs of management and reflect the Company's current expectations. When used in this news release, the words "estimate", "project", "belief", "anticipate", "intend", "expect", "plan", "predict", "may" or "should" and the negative of these words or such variations thereon or comparable terminology are intended to identify forward-looking statements and information. The forward-looking statements and information in this news release include information relating to the business plans of the Company and DOJA and the transaction. Such statements and information reflect the current views of the Company.

By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause our actual results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the following risks:

- there is no assurance that the Company and DOJA will obtain all requisite approvals for the Transaction; and
- new laws or regulations could adversely affect the Company's business and results of operations.

The Company cautions that the foregoing list of material factors is not exhaustive. When relying on the Company's forward-looking statements and information to make decisions, investors and others should carefully consider the foregoing factors and other uncertainties and potential events. The Company has assumed that the material factors referred to in the previous paragraph will not cause such forward-looking statements and information to differ materially from actual results or events. However, the list of these factors is not exhaustive and is subject to change and there can be no assurance that such assumptions will reflect the actual outcome of such items or factors.

THE FORWARD-LOOKING INFORMATION CONTAINED IN THIS NEWS RELEASE REPRESENTS THE EXPECTATIONS OF THE COMPANY AS OF THE DATE OF THIS NEWS RELEASE AND, ACCORDINGLY, IS SUBJECT TO CHANGE AFTER SUCH DATE. READERS SHOULD NOT PLACE UNDUE IMPORTANCE ON FORWARD-LOOKING INFORMATION AND SHOULD NOT RELY UPON THIS INFORMATION AS OF ANY OTHER DATE. WHILE THE COMPANY MAY ELECT TO, IT DOES NOT UNDERTAKE TO UPDATE THIS INFORMATION AT ANY PARTICULAR TIME EXCEPT AS REQUIRED IN ACCORDANCE WITH APPLICABLE LAWS.

Readers are cautioned that closing of the Transaction remains subject to a number of conditions, including receipt of any required approvals, the TSX Venture Exchange having consented to the voluntarily delisting of the Company's common shares, and the satisfaction of other customary closing conditions. The Transaction cannot close until the required approvals are obtained, and the Company's common shares have been delisted from the TSX Venture Exchange. There can be no assurance that the Transaction will be completed as proposed or at all, or that the Company's common shares will be listed and posted for trading on any stock exchange.

Neither the TSX Venture Exchange, nor the Canadian Securities Exchange, have in any way passed upon the merits of the Transaction and have neither approved nor disapproved the contents of this news release. Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this news release.

