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DOJA CANNABIS COMPANY PROVIDES PRODUCTION UPDATE

Kelowna, BC, September 11, 2017 – DOJA Cannabis Company Limited (“DOJA” or the “Company”) (CSE: DOJA) is pleased to announce that we commenced cultivating our first cannabis strains in July and that the plants have taken well to their new home at DOJA’s production facility in British Columbia’s Okanagan Valley.

Trent Kitsch, Chief Executive Officer of DOJA commented, *“Our plants are looking extremely vibrant, healthy and are maturing on schedule. We plan on harvesting our first batches of premium cannabis in the third week of October and anticipate being able to request our Pre-Sales License inspection with Health Canada in November, well in advance of the federal government’s targeted adult recreational cannabis use legalization date of July 1, 2018.”*

PRODUCTION UPDATE:

- DOJA’s currently growing four cultivars of cannabis that have been meticulously curated to ensure DOJA is producing only the highest quality dried flower with the attributes that will appeal to cannabis consumers’ lifestyle needs;
- Our master grower is utilizing state-of-the-art automation and environmental controls with the upmost attention being placed on ensuring the quality and consistency of the flower;
- We successfully propagated our first set of clones on August 13, 2017 and DOJA now has approximately 2,000 cannabis plants under our roof;
- We are pleased to report we were in compliance with the first unannounced inspection from Health Canada that took place on August 24, 2017;
- DOJA plans to harvest our first batches of premium cannabis in the third week of October;
- After our batches have been expertly hand trimmed, hang dried and cured, DOJA intends to request a Pre-Sales Inspection with Health Canada, the last step prior to reaching the Sales License milestone; and
- As of today’s date, there are only 25 companies in Canada that collectively hold the 33 cannabis Sales Licenses issued by Health Canada.

ABOUT DOJA

DOJA™ is a premium cannabis lifestyle brand featuring the highest quality handcrafted strains in Canada. DOJA’s wholly owned subsidiary is a licensed producer of cannabis under the Access to Cannabis for Medical Purposes Regulations (“ACMPR”). 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

“Trent Kitsch”

Trent Kitsch
Chief Executive Officer and Chairman of the Board

CONTACT INFORMATION

For further information, please contact Jeff Barber, Chief Financial Officer by email at investors@doja.life or by phone at 1-(877) 763-DOJA extension 101.

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

You can also follow us @doja.lifestyle on Instagram.

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 includes information relating to the DOJA's expectations to harvest cannabis and our plans to seek approvals from Health Canada. Such statements and information reflect the current views and expectations 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.

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.

The Canadian Securities Exchange has not approved nor disapproved the contents of this news release.