



## **Newstrike's Up Cannabis Enters Into Exclusive Partnership with Canada's Leading Entertainment Group The Feldman Agency**

*Alliance with Canada's Top Entertainment Agency Strengthens Foothold for Adult-Use Market*

**TORONTO, ONTARIO – January 11, 2018 – Newstrike Resources Ltd. (TSX-V:HIP) (“Newstrike” or the “Company”)**, is pleased to announce that its wholly-owned subsidiary and licensed producer, Up Cannabis Inc. (“**Up Cannabis**”), has entered into an exclusive partnership with The Feldman Agency, a global leader in talent representation and entertainment consulting. The Feldman Agency will work with Up Cannabis to create strategic partnerships in the music and entertainment space, respecting federal regulations governing the legalized cannabis market.

The partnership fortifies Up Cannabis’ position as a premier brand for the adult-use consumer market, opening up myriad opportunities for brand building and awareness, along with an unparalleled brain-trust for maneuvering in the entertainment space. “We are extremely excited to announce this exclusive partnership with Canada’s leading music and entertainment agency,” said Jean Richer, Up Cannabis’ SVP Sales and Marketing.

“The Feldman Agency is a global player which will provide the Up brand with unprecedented access to our core adult demographics, representing millions of consumers. Music is a fundamental element of everything we do. In fact, it’s at the foundation of our Unique Growing Proposition. We know this alliance will help us connect meaningfully with Canadians everywhere,” Richer added.

The Feldman Agency has a roster of more than 250 recording artists, built on 47 years of industry-leading accomplishments. The agency currently represents a wide variety of musical talent across a spectrum of genres, including Rock, Pop, Rap, Hip Hop, Indie, RnB, Country, and Comedy. “This partnership makes tremendous sense for TFA and many of its clients and their fans,” said TFA president and 25-year music industry veteran Jeff Craib. “We look forward to bringing both of them together in new and innovative ways.” As unmatched influencers and gatekeepers to the entertainment industry, TFA will lend its experience by pairing Up with like-minded artists who will drive awareness and relevance.

The partnership represents an invaluable opportunity to have exclusive access to TFA’s talent and the fan bases of its artists. Up Cannabis currently works closely with The Tragically Hip, who act as its creative and strategic partners, and consult on all major marketing plans. Through this new partnership, Up Cannabis will seek to explore similarly mutually-beneficial relationships with other TFA artists.



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**About Newstrike and Up Cannabis**

Newstrike is the parent company of Up Cannabis Inc., a licensed producer of cannabis that received its cultivation license on December 19, 2016, and was granted an amendment to begin sales on January 5, 2018. Newstrike, together with its strategic partners, including Canada's iconic musicians *The Tragically Hip*, is developing a diverse network of high quality cannabis brands. For more information visit [www.up.ca](http://www.up.ca) or [www.newstrike.ca](http://www.newstrike.ca)

**Forward-Looking Information**

This news release contains forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Newstrike to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. These forward-looking statements include, but are not limited to, statements relating to Newstrike's expectations with respect to the legalization of adult-use cannabis and approvals and timing thereof. Often, but not always, forward-looking statements can be identified by the use of words such as "plans", "expects" or "does not expect", "is expected", "estimates", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Accordingly, readers should not place undue reliance on the forward-looking statements and information contained in this press release. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties.

Actual results could differ materially from those currently anticipated due to a number of factors and risks. Readers are cautioned that the foregoing list of factors is not exhaustive. The forward-looking statements contained in this news release are made as of the date of this release and, accordingly, are subject to change after such date.

Newstrike does not assume any obligation to update or revise any forward-looking statements, whether written or oral, that may be made from time to time by us or on our behalf, except as required by applicable law.



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