



Up Cannabis Bolsters Sales & Marketing Team with Addition of Jean Richer
CPG and Beverage Alcohol sales and marketing veteran takes the helm at the cannabis brand

TORONTO, ONTARIO – December 18, 2017 – Newstrike Resources Ltd. (TSX-V:HIP) ("**Newstrike**" or the "**Company**"), is pleased to announce that its wholly-owned subsidiary, Up Cannabis Inc. ("**Up Cannabis**"), has appointed sales and marketing industry veteran, Jean Richer, as Senior Vice President, Sales & Marketing to lead its brand strategy and execution.

Jay Wilgar, CEO of Newstrike and Up Cannabis, explains Richer's depth of expertise stems from over two decades of leadership in the sales & marketing space, with varied experience from numerous sectors. "We are delighted to welcome Jean to the Up Cannabis team, and are excited for him to helm the brand. His expertise, gleaned from years working in the consumer packaged goods, consumer beverage alcohol and consumer electronics industries, will prove invaluable as we move forward." He adds that Richer's background, steeped in both the marketer-client and agency worlds, will strongly inform Up Cannabis' strategic view on how to bring the brand to market.

In his new role, Richer will oversee the continuing development of the Up Cannabis brand and go-to-market strategy. He joins Up Cannabis after working eight years as SVP at Mosaic & Acosta Sales & Marketing in Toronto. Richer's former roles also include positions at ABInBev, Independent Distillers, and Canada Dry Mott's Inc. (a division of Dr. Pepper Snapple Group).

"Beyond joining what has become one of the most exciting industries in the world," says Richer, "I'm especially thrilled to be a part of the team at Up Cannabis. This dynamic brand is already poised to become one of the premier adult-use cannabis brands, with the backing of strategic partners including The Tragically Hip, and clearly paving the way for like-minded brands in the space. I look forward to helping build an educational platform for adult-use consumers who are eager to learn more about cannabis, and a brand that quickly becomes the envy of the industry."

A native of Montreal and an alumnus of HEC (Hautes Études Commerciales), Richer is fluently bilingual. He will be based at the brand's Oakville, Ontario head office.

For further information or to request an interview, please contact:

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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. Newstrike, together with its strategic

partners, is developing a diverse network of high quality cannabis brands. For more information visit www.up.ca or 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 marketing and branding of cannabis. 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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