



Up Cannabis and Unison Benevolent Fund Announce Major Music Industry Support

Programs for Counselling, Health & Wellness and Responsible Use to Receive \$150,000 Cash Infusion

TORONTO, ONTARIO – May 16, 2018 – Up Cannabis, a wholly-owned subsidiary of **Newstrike Resources Ltd. (TSX-V:HIP)** and the **Unison Benevolent Fund**, a non-profit, registered charity that provides counselling and emergency relief services to the Canadian music community, today announced a partnership agreement that will serve to strengthen Unison’s longstanding Counselling and Health Solutions program. The partnership, which entails an infusion of funds totaling \$150,000, will also offer Unison members access to a Cannabis Responsible Use resource to which they can turn for questions about the emerging legalized cannabis marketplace.

Jay Wilgar, CEO of Up Cannabis, said the partnership is meant to solidify Up’s wholehearted support of the Canadian music industry, which began with fundraising support in 2017 at Unison’s Holiday Schmoozefest and the 2018 Unison Rocks Charity Bonspiel in January. “With strategic partners on our side including Canada’s iconic musicians, The Tragically Hip, and world class entertainment consultants at The Feldman Agency, our brand is steeped in the music business,” Wilgar said. “We could not think of a better way to show our support for the industry than to ensure the music community is getting the health & wellness resources it may need as the cannabis industry moves toward legalization. We’re thankful for this partnership and look forward to cultivating health together.”

The partnership begins immediately and will be officially recognized at this summer’s Canadian Entertainment Charity (CEC) Golf Classic, in support of Unison, and for which Up Cannabis has been named Presenting Sponsor. The fundraiser expands this year to include events in Toronto, Vancouver and Montreal/Ottawa.

“Up Cannabis’ support is instrumental in allowing this fundraising event to grow nationally, which ensures additional resources to sustain and expand Unison’s health and counselling services,” said Derrick Ross, Chair of the Unison Benevolent Fund Board of Directors. “Up, in partnership with Unison, will be raising awareness of the safe and responsible use of cannabis. We’ll be continuing to support the music community in times of need through counselling, while also exploring the ways in which we can educate the general community.”

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

Amanda Power
Executive Director
Unison Benevolent Fund
416-479-0675, ext. 102
apower@unisonfund.ca

or

PM Rendon
Director, Communications & Public Relations
Up Cannabis Inc.
365-773-5432
om@uo.ca

About Unison

Unison Benevolent Fund is a non-profit, registered charity that provides counselling and emergency relief programs to those in the Canadian music community who face personal or professional challenges due to hardship, illness, or economic difficulties. An assistance program created and administered for the music community, by the music community, Unison is designed to provide discreet and confidential relief to music industry professionals in times of crisis. For more information, visit www.UnisonFund.ca

About Newstrike and Up Cannabis

Newstrike is the parent company of Up Cannabis Inc., a licensed producer of cannabis that is licensed to both cultivate and sell cannabis in all acceptable forms. Up Cannabis is in turn the parent company of Up Cannabis Niagara Inc. Newstrike, through Up Cannabis and together with select strategic partners, including Canada's iconic musicians The Tragically Hip, is developing a diverse network of high quality cannabis brands. For more information, visit <http://www.up.ca> or <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, 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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