

OrganiGram Engages CFN Media to Cultivate Long Term Investor Audience

Moncton, New Brunswick, [December 21st, 2016] – Organigram Holdings Inc. (TSX-V: OGI, OTCQB: OGRMF) (the “Company”) has retained CFN Media Group (“CFN Media”) to conduct a 60-day investor and market visibility program beginning on December 20, 2016, subject to TSX Venture Exchange approval. Compensation for the program is less than \$8,000 per month.

CFN Media will leverage its extensive reach and presence with both mainstream and cannabis-focused investors across North America to elevate OrganiGram’s financial brand and attract high-quality long-term investors.

About CFN Media

CFN Media (CannabisFN), the leading creative agency and media network dedicated to legal cannabis, helps marijuana businesses attract investors, customers (B2B, B2C), capital, and media visibility. Private and public marijuana companies and brands in the US and Canada rely on CFN Media to grow and succeed.

CFN launched in June of 2013 to initially serve the growing universe of publicly traded marijuana companies across North America. Today, CFN Media is also the digital media choice for the emerging brands in the space.

About OrganiGram Holdings Inc.

OrganiGram Holdings Inc. is a TSX Venture Exchange listed company whose wholly owned subsidiary, OrganiGram Inc., is a licensed producer of medical marijuana in Canada.

OrganiGram is focused on producing the highest quality, condition specific medical marijuana for patients in Canada. OrganiGram's facility is located in Moncton, New Brunswick and the Company is regulated by the Access to Cannabis for Medical Purposes Regulations ("ACMPR"). *Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.*

This news release contains forward-looking information which involves known and unknown risks, uncertainties and other factors that may cause actual events to differ materially from current expectation. Important factors - including the availability of funds, the results of financing efforts, crop yields - that could cause actual results to differ materially from the Company's expectations are disclosed in the Company's documents filed from time to time on SEDAR (see www.sedar.com). Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. The Company disclaims any intention or obligation, except to the extent required by law, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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