

FOR IMMEDIATE RELEASE

Organigram Launches Company's First Pure CBD Cannabis Oil

"Shubie" developed in response to physician feedback to help those suffering from chronic conditions, including pain

MONCTON, NEW BRUNSWICK -- (August 31, 2017): Organigram Holdings Inc. (TSX VENTURE:OGI) (OTCQB:OGRMF) is pleased to announce the release of a new addition to its cannabis oil offerings: a pure CBD edible oil, Shubie. This pure CBD product is a first for Organigram, complementing the company's existing line of medical cannabis oil products.

Cannabinoids are the chemical compounds unique to cannabis that act upon the human body's cannabinoid receptors. There are over 80 known cannabinoids present in the cannabis plant, each with varying effects. CBD (or Cannabidiol) is the second most prevalent cannabinoid in cannabis. Research has shown that CBD provides a therapeutic or calming effect without contributing to the "high" associated with Tetrahydrocannabinol (or THC), the psychoactive compound in cannabis.¹

"Patients are unique and require different products that help in different ways" says Greg Engel, CEO, Organigram. "As a result, we recognize the need to continually innovate and enhance both our processes and products. Today we are proud to extend our product offering and introduce Shubie Cannabis Oil as an option for patients who will benefit from its pure CBD formulation."

"Over the past year, we have seen a surge in interest from both physicians and patients in CBD-based products that help manage the symptoms of a number of chronic conditions, including pain," adds Ray Gracewood, Chief Commercial Officer, Organigram. "We've taken the time to produce a real and reliable solution that ensures our patients and their needs are our number one priority."

Like the other oils in the Organigram line up, Shubie was named for an iconic Atlantic Canadian waterway. The Shubenacadie River, or "Shubie" (pronounced "shoobee") is a magnetic artery in Nova Scotia. With jaw-dropping tidal swells, witnessing the rush of water down the cliff-lined canal is an invigorative, restorative experience.

ABOUT SHUBIE

Shubie is an ethanol-extracted cannabis oil formulated in an organic sunflower oil base. This 50ml formulation boasts 23.7 mg/ml CBD and 1.39 mg/ml THC. Shubie is now available to registered patients within the Organigram web store for \$129 CDN.

ABOUT ORGANIGRAM OILS

Organigram Cannabis Oils are an inhalation-free, edible alternative for consuming medical cannabis. Prepared in a sunflower oil base, Organigram Cannabis Oils can be taken in a few ways: direct oral ingestion, mixed into food or drinks or added as a substitute in tasty recipes and baked goods. Patients who suffer from respiratory afflictions report edible oils as an ideal alternative for taking their medication. With longer-lasting effects and a longer onset time (when compared to combustion or vaporization), edible oils are best consumed on a metered dosage schedule. When a prescription plan is developed in co-operation with your physician, dosing is simple, precise and effective.

Each bottle of Organigram Cannabis Oil is equivalent to 10 grams toward a patient's monthly prescription limit.

Registered patients can order Shubie or other Organigram products by calling Client Service at 1-855-961-9420 or by logging in to their account in the Organigram web store: <https://shop.organigram.ca/>

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").

Organigram has been ranked in the top ten Clean Technology & Life Sciences Sector on the TSX Venture Exchange 50.

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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ⁱ <https://www.organigram.ca/latest/overview-of-medical-marijuana-terminology/>