C:\Users\Rob Grace\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\G96CCYDL\image001-1.png

**ALLIANCE GROWERS CORP.**

**NEWS RELEASE**

# ALLIANCE GROWERS TO CO-DEVELOP CANNABIS MARKET APP

**February 16, 2017 – Vancouver, B.C. – Alliance Growers Corp. (CSE: ACG; FWB: 1LA**; **WKN: A2DFYX**) (“**Alliance Growers**” or the “**Company**”) is pleased to announce the Company is working with a private B.C. company to co-develop a cannabis marketplace app (“Canna App”).

The Canna App marketplace has been under development for several months and is designed to capitalize on the current and coming medical and recreational marijuana revolution. It is intended to mesh seamlessly with the products and services offered by Alliance Cannabis Botany Centre. It will provide a means for Licensed Growers and dispensaries to advertise products, facilitating sales and deliveries between Licensed Growers, dispensaries and customers, and aggregating social interactions. The marketplace will be also be user-content driven, allowing it to expand rapidly to meet market demands. The marketplace will be a full-service solution to sourcing, variety, selection, sales and delivery.

The Canna App will be a valuable tool for anybody involved in the cannabis industry, from growers to end users and all points in between. This would include providers of equipment for growing and extraction, plant nutrients, product packaging and other service providers in the industry.

The Canna App will position itself to be the eBay and Amazon of medical and recreational marijuana sales. Due to its user-driven model, the business will be able to expand into the national and international markets, wherever legally available. The Canna App will also provide unique access to potential customers looking for services that are provided by the Cannabis Botany Centre.

Dennis Petke, Alliance Growers’ President and CEO, comments “We are thrilled to have been given the opportunity to participate in this ground-breaking project. The Canna App will be revolutionary to the cannabis space as it will allow users to be able to locate local dispensaries, browse and search product catalogs, purchase and arrange delivery of products, comment on and rate products and businesses. It will also allow vendors to be able to list their dispensaries allowing users to locate it on a map, create and manage a business page with their own images and details, add or edit their list of products (marijuana strains, edible products, accessories), upload pictures of their business and products and reply to user comments. The benefits of the Canna App to the cannabis community will be tremendous and fits in perfectly with Alliance Growers’ strategy as we will be able to distribute pharmaceutical grade CBD oil to the various dispensaries as we develop that data base. The development of the Canna App augments our strategy of setting the Company up for success by taking it to where the cannabis industry will be in the future.”

**About Alliance Growers Corp.**

Alliance Growers Corp is a diversified cannabis company driven by the Company’s ‘Four Pillars’ Organization Plan – Cannabis Botany Centre, Strategic MMPR Investments, CBD Oil Supply and Distribution, and Research and Development.

Alliance Growers has executed an agreement with Botanical Research In Motion International Inc., for a Canada Exclusive License to jointly develop and operate a 40,000 square foot facility to be the first of its kind in Western Canada to house a DNA Botany lab, extraction facility and Tissue Culture Plantlet Production facility to service the Cannabis market and agriculture market in general. The proposed Cannabis Botany Centre will grow Cannabis plantlets using proprietary tissue culture propagation, specifically the “Chibafreen Invitro Plant Production System”, which assures consistent composition and purity of each plantlet for the growers.

Further, Alliance Growers has been negotiating to obtain other exclusive Canadian distribution agreements for certain proprietary products for support of the Cannabis growing industry in addition to possible partnerships with Licensed Producer Applicants at various stages in the Health Canada License process.

For further information please visit the Company’s corporate website at [www.alliancegrowers.com](http://www.alliancegrowers.com) or the Company’s profile at [www.sedar.com](http://www.sedar.com).

If you would like to be added to Alliance Growers’ news distribution list, please send your email address to [newsletter@alliancegrowers.com](mailto:newsletter@alliancegrowers.com)

On behalf of the board of directors of

**ALLIANCE GROWERS CORP.**

*“Dennis Petke”*

Dennis Petke

President and CEO

For more information contact:

Dennis Petke

**Tel: 778-331-4266**

[**DennisPetke@alliancegrowers.com**](mailto:DennisPetke@alliancegrowers.com)

Rob Grace

Corporate Communications

**Tel: 778-998-5431**

[**RobGrace@alliancegrowers.com**](mailto:RobGrace@alliancegrowers.com)

*THE CANADIAN SECURITIES EXCHANGE HAS NOT REVIEWED AND DOES NOT ACCEPT RESPONSIBILITY FOR THE ACCURACY OR ADEQUACY OF THIS RELEASE.*

**FORWARD LOOKING INFORMATION**

This news release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information. More particularly and without limitation, the news release contains forward-looking statements and information relating to the use of proceeds of the Financing, as well as the Company’s corporate strategy. The forward-looking statements and information are based on certain key expectations and assumptions made by management of the Company, including, without limitation, the Company’s ability to carry out its business plan following the issuance of the required licenses by Health Canada. Although management of the Company believes that the expectations and assumptions on which such forward-looking statements and information are based are reasonable, undue reliance should not be placed on the forward-looking statements and information since no assurance can be given that they will prove to be correct.

Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. These include, but are not limited to, the Company’s ability to identify and complete additional suitable acquisitions to further the Company’s growth as well as risks associated with the medical marijuana industry in general, such as operational risks in development and production delays or changes in plans with respect to development projects or capital expenditures; the uncertainty of the capital markets; the uncertainty of receiving the required licenses, production, costs and expenses; health, safety and environmental risks; marketing and transportation; loss of markets; environmental risks; competition; incorrect assessment of the value of the potential market; ability to access sufficient capital from internal and external sources; failure to obtain required regulatory and other approvals and changes in legislation, including but not limited to tax laws and regulated regulations. Accordingly, readers should not place undue reliance on the forward-looking statements, timelines and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive.

The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws or the Canadian Securities Exchange. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.