

Tweed, Uber, and MADD Canada join forces to launch national impaired driving awareness campaign ahead of cannabis legalization

October 10, 2018

SMITHS FALLS and TORONTO, ON — With cannabis legalization just seven days away, Tweed, Canada's best-known cannabis brand, Uber, and MADD Canada are joining forces to launch a national awareness campaign focused on educating Canadians on the dangers of impaired driving, while also suggesting 101 creative things to do *instead of* driving high.

Together, the three organizations are taking the opportunity to shine the spotlight on this important issue while approaching it in a constructive and engaging way. The initiative is supported through the new educational website DontDriveHigh.ca and a national Don't Drive High campaign that will educate Canadians across the country about the long list of things that are far better to do instead of driving high.

"We've always believed that education was key to a responsible cannabis industry and we're proud to be launching this important awareness campaign across the country on the eve of legalization," said Mark Zekulin, President and Co-CEO of Tweed. "There's at least 101 better things to do than drive high. If you have to get somewhere, order an Uber or take a bus, but don't drive high. Period."

Launching on October 11, Canadians will see frequent reminders of the 101 things to do instead of driving high. Additionally, to kick off the partnership, Tweed and Uber will be offering 40,000 promo codes for up to \$5 off an Uber trip in markets where Uber operates in Canada (excluding Quebec), through DontDriveHigh.ca.

"As legalization takes effect, this strategic partnership gives us an opportunity to reach millions of Canadians and generate awareness around the impacts of using cannabis and driving," said Adam Blinick, Director of Public Policy and Communications for Uber Canada. "We encourage cannabis users across the country to make responsible choices and consider alternative transportation options like public transit or ridesharing to prevent the risks and dangers of impaired driving."

Following legalization, the issue of safe driving will remain of critical importance and in addition to this new campaign, Canopy Growth has already funded a three-way partnership with the Canadian Drug Policy Coalition (CDPC) and MADD Canada. These funds were used to facilitate CDPC led research which served as the basis for MADD Canada's recommendations on responsible cannabis use and sober driving.

"With the legalization of cannabis comes the need for public education and awareness about its impact on driving," said MADD Canada National President Patricia Hynes-Coates. "This campaign will engage Canadians in a creative and unique way about the dangers of driving high, with the overarching and ever-present message to always choose a safe and sober ride option rather than taking the risk of driving impaired."

This partnership and awareness campaign is one more piece of Tweed's ongoing education strategy and is critical to the development of the responsible, safe cannabis industry in Canada.

Here's to Future Growth (and 101 better things to do than driving high).



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ABOUT TWEED

Tweed is a globally recognized cannabis brand and subsidiary of Canopy Growth Corporation (TSX:WEED, NYSE:CGC). It has built a large and loyal following by focusing on quality products and meaningful customer relationships. Tweed doesn't just sell cannabis, it facilitates a conversation about a product we've all heard about but haven't met intimately yet. It is approachable and friendly, yet reliable and trusted. As cannabis laws liberalize around the world, Tweed will expand its leading Canadian position around the globe. Learn more at www.tweed.com.

ABOUT UBER CANADA

Co-founded by Calgarian entrepreneur Garrett Camp in 2009, Uber is evolving the way the world moves. Present in communities across Canada, Uber has revolutionized transportation and offers Canadian driver-partners a new way to earn income in their spare time by offering an affordable transportation alternative to riders across the country. For more information, visit uber.com.

ABOUT MADD CANADA

MADD Canada is a national, charitable organization that is committed to stopping impaired driving and supporting the victims of this violent crime. With volunteer-driven groups in more than 100 communities across Canada, MADD Canada aims to offer support services to victims, heighten awareness of the dangers of impaired driving and save lives and prevent injuries on our roads. To learn more, visit www.madd.ca.



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