



NEWS RELEASE

ORGANIC GARAGE ANNOUNCES ENHANCED MARKETING INITIATIVES

July 25, 2018, Toronto, Canada: Organic Garage Ltd. ("**Organic Garage**" or the "**Company**") (TSX-V:OG) is pleased to announce that following its highest reported quarterly earnings, the Company will be launching a multi-faceted marketing program to boost customer counts at existing locations and increase awareness around the launch of new locations. This will encompass the engagement of outside expertise to work in a team-based environment that would cover external media buying, social media, public relations and branding. The company is currently evaluating proposals in advance of its planned fourth location opening in Toronto's popular Liberty Village neighbourhood.

Matt Lurie, CEO of Organic Garage commented, "The company has grown on strong word of mouth to over \$20 million a year in revenue, and has done so with little to no marketing dollars being devoted to increasing awareness about Organic Garage. Now that the company is entering its next phase of rapid expansion, we are going to devote additional resources to boosting brand awareness with the public to accelerate our growth. This will not only benefit individual store sales but should benefit our shareholders by adding increased awareness and boosting shareholder value intern."

About Organic Garage Ltd.

Organic Garage (TSX-V: OG) is one of Canada's leading independent organic grocers committed to offering its customers a wide selection of healthy and natural products at everyday affordable prices. The company's stores are in prime retail locations designed to give customers an inclusive, unique and value-focused grocery shopping experience. Founded in 2005 by a fourth generation grocer, Organic Garage is headquartered in Toronto and operates a highly efficient supply chain through its centralized distribution centre. The company is focused on continuing to expand its retail footprint within the Greater Toronto Area. For more information please visit the Organic Garage website at www.organicgarage.com.

For further information please contact:

Evan Clifford

T: (416) 201-9390
E: investor_relations@organicgarage.com
W: www.organicgarage.com

THE TSX VENTURE EXCHANGE HAS NOT REVIEWED AND DOES NOT ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THE CONTENT OF THIS NEWS RELEASE.

Cautionary Note Regarding Forward-looking Statements

This news release contains certain forward-looking statements and forward-looking information (collectively referred to herein as "forward-looking statements") within the meaning of applicable Canadian securities laws. All statements other than statements of present or historical fact are forward-looking statements. Forward-looking statements are often, but not always, identified by the use of words such as "anticipate", "achieve", "could", "believe", "plan", "intend", "objective", "continuous", "ongoing", "estimate", "outlook", "expect", "may", "will", "project", "should" or similar words, including negatives thereof, suggesting future outcomes.

Forward looking statements are subject to both known and unknown risks, uncertainties and other factors, many of which are beyond the control of Organic Garage, that may cause the actual results, level of activity, performance or achievements of Organic Garage to be materially different from those expressed or implied by such forward looking statements, including but not limited to: the use of proceeds of the offering, receipt of all necessary approvals of the offering, general business, economic, competitive, political and social uncertainties; negotiation uncertainties and other risks of the grocery industry. Although Organic Garage has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements, there may be other factors that cause results not to be as anticipated, estimated or intended.

Forward-looking statements are not a guarantee of future performance and involve a number of risks and uncertainties, some of which are described herein. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause Organic Garage's actual performance and results to differ materially from any projections of future performance or results expressed or implied by such forward-looking statements. Any forward-looking statements are made as of the date hereof and, except as required by law, neither Organic Garage assumes no obligation to publicly update or revise such statements to reflect new information, subsequent or otherwise.