

MEDIA RELEASE

Tuesday, January 7, 2014

Windsor-Essex Parlays Expertise In Agriculture Into A Whole New Industry

Windsor-Essex County, Ontario, Tuesday, January 7, 2014 –Today, CEN Biotech a subsidiary of Creative Edge Nutrition announced a \$12 million investment in Windsor-Essex, here in Lakeshore, responding to what is a growing medical industry. Last year Health Canada performed a review of their policies governing the control of medical use of doctor prescribed marijuana. The review created a new regime of a highly controlled protocol for each doctor's prescription.

"It's interesting to note that Windsor-Essex might indeed be the prime location to marry high level security with agribusiness expertise. Today, Health Canada has moved **CEN Biotech** one step closer to that reality. We are especially pleased to be here today for an economic development announcement that will benefit the whole region." **stated Sandra Pupatello, CEO of the WindsorEssex Economic Development Corporation.**

Joseph Byrne, an investor of CEN Biotech, Owner of Joseph Byrne Law Firm and Byrne Produce stated, "I could not think of a better community to launch this new industry than Windsor-Essex for two very good reasons. Our community houses the continent's most robust, secure border environment, and as a hub for agriculture expertise, our region boasts the country's best hub for horticulture. I am delighted to be part of a \$12 million investment.

Bill Chaaban, President of CEN Biotech added, "The review of policies governing the control of medical use of doctor prescribed marijuana created an opportunity for us to use our skills and expertise to create a highly controlled environment for this medical application. I am very pleased to announce today, the beginning of **CEN Biotech** in Windsor-Essex".

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