

USMJ: Cannabis Business W/Strong 2016 Outlook Built On 2yrs Of Smart, Entrepreneurial, Hard Work – All Of It Exceptionally Transparent

New York, New York – January 4, 2016 Wall Street Corner Special Situation Report publishes 2016 outlook on North American Cannabis Holdings, Inc. potential.

Wall Street Corner has identified North American Cannabis, Inc. (USMJ) as a promising, undervalued leader within the emerging cannabis sector. [Ongoing analyst coverage of USMJ can be found on the Wall Street Corner Special Situation Report website](#). The outlook today provides a due-diligence primer on the Company's two year operating history in the Cannabis Sector and highlights the Company's potential in 2016 based on its operating history, and in light of recent [Motley Fool Article on the Cannabis Sector in 2016](#).

USMJ's current cannabis operation was organically established at the onset of 2014 within an existing OTC publically quoted company. The 'organic' establishment is exceptional within the OTC market as new business operations are frequently established by reverse merger transactions that include reverse stock splits. USMJ executed no reverse merger or reverse split to move into the Cannabis Sector.

This 'organic' transition into the Cannabis Sector is readily available information, as is virtually every move the Company has made since the transition into the Cannabis Sector. USMJ has gone to exceptional ends to meet [OTC Markets Group disclosure standards for Current Information](#) companies. In fact, the Company has gone above and beyond simply meeting the disclosure standard. Extensive information regarding USMJ's plans and periodic updates to those plans, as well as narrative and financial reports on the Company's progress, are all available on the [OTC Markets website](#). See below in this release, **a due-diligence primer** that links to publically available information on the Company's 2 year operating history in the Cannabis Sector.

You will find in **the due-diligence primer** below that the Company cleverly entered into the new and unknown landscape of the Cannabis Sector with a pilot program, incubation strategy. Instead of leaping into the unknown with a full-blown speculative business plan, management conducted a variety of pilot programs from which to evaluate Cannabis Sector opportunities. After 18 months of pilots, the Company ramped up one specific opportunity on which to concentrate efforts – the launch of a Cannabis Cafe. [The Company rapidly set up the](#)

[AmeriCanna Cafe and acquired an existing health and fitness smoothie cafe as a foundation to accelerate the development of a national AmeriCanna Cafe franchise.](#)

USMJ's decision to concentrate on building a Cannabis Cafe looks like it was a good one. [On January 3rd, 2016, Motley Fool published an article on the introduction of 'Pot Cafes' in North America, stating that this year "could arguably be described as marijuana's most important year."](#)

After launching the AmeriCanna Cafe, the Company continued its pilot program, incubation strategy in the background, and in fact, introduced a second business that warranted commercial development. [The second business, a cannabis health and wellness products business, was spun into a standalone OTC publicly quoted company](#) so that the required commercial development resources to execute on the health and wellness products business did not unnecessarily strain the resources necessary to build the AmeriCanna Cafe. USMJ's pilot program continues in the background still.

[Since the Company changed its name to North American Cannabis Holdings, Inc.](#), and announced the AmeriCanna Cafe, the common stock of the Company has become very actively traded regularly making it into the top 10% of most actively traded stocks on the OTC.

[However, the average PPS is exceptionally lower than current analyst coverage recommends.](#)

With trading volumes reaching as high as \$100,000 per day, the Company attracts investors not only interested in the potential for the PPS to meet analyst recommendations, but those betting on the short side that it won't. The due-diligence primer included here is specifically intended to provide an easy-to-reference resource to confirm or deny the typical message board claims made by those attempting to support a short side strategy with outlandish claims of management incompetence or impropriety. At the same time, this resource can be used to soberly consider the many times equally outlandish claims of buy-side posters.

Wall Street Corner considers USMJ to be a premier micro cap investment opportunity. The Company's operational history in the Cannabis Sector as seen through its exceptional transparency, amplified by the recent Motley Fool article, exhibit the reason behind Wall Street Corner's confidence in USMJ's ROI potential.

DUE DILIGENCE PRIMER

USMJ changed management and business direction late in 2013. By the summer of 2014, the Company's transition into the emerging Cannabis Sector began to become evident publically. The Company's initial efforts within the Cannabis Sector concreted on cultivating cannabis and advocating for legalization. In addition to building its Cannabis Sector operations, management was also working diligently to clean up any unhelpful burden left from previous operations.

Below are headlines form news releases with links to the full releases posted on OTC Markets Online Disclosure Site where this information and more is available:

Aug 19, 2014

[\(ALGA\) Algae International Group, Inc. Reveals Stealth Entry Into Existing \\$500 Million U.S. Hemp Sector of Cannabis Market After Vermont Public Radio Report](#)

Oct 1, 2014

[\(ALGA\) Algae International Group Subsidiary, American Seed & Oil Company, Advocates Hemp's Environmental Benefit at UN Climate Change Summit](#)

Oct 28, 2014

[American Seed & Oil Company Announces Medical Marijuana Expansion into Market Expected To Reach \\$2.34 Billion By Year End](#)

Nov 4, 2014

[American Seed & Oil Company Provides Marijuana Legalization Voters Guide](#)

Nov 11, 2014

[Algae International Group, Inc. Announces Management Update \(4 Vets & A Baby\)](#)

Nov 12, 2014

[American Seed & Oil Company To Hold 'Hemp Farmers Wanted' Event Saturday, November 15, 2014 at VFW in Bennington Vermont](#)

Nov 18, 2014

[American Seed & Oil Company Continues Medical Marijuana Expansion into Second State](#)

By the onset of 2015, the Company's pilot program expanded from cultivation into Cannabis Sector related products and services. The Company's disclosures demonstrate the

transparency of management's plan to expand the pilot program and the results of the Company's efforts to expand into piloting cannabis consumer products and services.

Feb 25, 2015

[American Seed & Oil Company Releases 2015 Q2 Report and CEO Update](#)

March 19, 2015

[Algae International and American Seed & Oil Announce DTC Eligibility](#)

Mar 24, 2015

[American Seed & Oil Company to Supply Hippie Butter LLC with Hemp Seeds, Hemp Oil and CBD Oil as Part of Joint Venture Agreement to Expand the Hippie Butter Brand](#)

Mar 27, 2015

[American Seed & Oil Company Brings DuBe Hemp Energy Shot to Three More States - Colorado, New Hampshire and Vermont](#)

April 21, 2015

[American Seed & Oil Company 420 Hempster T-Shirt Sales Soar; Online Sales Launched Yesterday with Start of 420 Week; Over 2000 Shirts Sold So Far](#)

By late spring and early summer, the Company began to see the promise of a cannabis cafe opportunity and correspondingly began to communicate that opportunity to shareholders. Shortly thereafter, the Company changed its name to North American Cannabis Holdings, Inc., announced the launch of the AmeriCanna Cafe and acquired a health and fitness smoothie cafe. The subsequent cannabis consumer health and wellness products spin-off was also executed within this timeframe. Efforts to clean up the unhelpful burden left by legacy operations continued:

May 12, 2015

[Algae International Group Announces CEO Letter To Shareholders Detailing 18 Month Shift To Cannabis Business](#)

Jun 23, 2015

North American Cannabis Holdings To Present AmeriCanna Café Franchise In Conjunction With NCIA Cannabis Business Summit Featuring Senator Rand Paul

Jun 26, 2015

North American Cannabis Holdings Announces Suit to Cancel 33 Million USMJ Common Shares

Jun 30, 2015

North American Cannabis Holdings Acquires Health Beverage Café With 10-Year Operating History As Flagship In Network Of 300 Licensed Brand Name Juice Bars

Jul 9, 2015

USMJ PRO FORMA ACQUISITION FINANCIAL STATEMENT

Jul 28, 2015

North American Cannabis Holdings Spins-Off Healthcare Operations In Transaction To Include Shareholder Dividend

Oct 14, 2015

North American Cannabis Holdings, Inc. Announces First AmeriCanna Café Licensee

Nov 10, 2015

North American Cannabis Holdings, Inc. Reduces \$1.2 Million In Convertible Debt And Enters Into Preliminary Agreement To Gain \$1 Million Note Payable

Dec 15, 2015

North American Cannabis Holdings, Inc. Announces Research Report Coverage Upgrade To 'Speculative Buy' Recommendation With Near Term \$0.15 PPS Target

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), and as such, may involve risks and uncertainties. These forward looking statements relate to, amongst other things, current expectation of the business environment in which the company operates, potential future performance, projections of future performance and the perceived opportunities in the market. The company's actual performance, results and achievements may differ materially from the expressed or implied in such forward-looking statements as a result of a wide range of factors.

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