



## Genesis Land Development Corp. Commences Normal Course Issuer Bid

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*For Immediate Release*

**CALGARY, September 4, 2015** – Genesis Land Development Corp. (the "Company" or "Genesis") (TSX:GDC) is pleased to announce that a Notice of Intention to make a Normal Course Issuer Bid (the "Bid"), which has been approved by its Board of Directors (the "Board"), has been filed with and accepted by the Toronto Stock Exchange (the "TSX"). The Company's board of directors and management believes that the market prices of the Common Shares do not properly reflect the underlying value of the Company's assets and business and accordingly, the purchase by the Company of its outstanding Common Shares pursuant to the Bid constitutes an attractive and appropriate investment of corporate funds.

Pursuant to the Bid, Genesis may purchase for cancellation up to 2,246,310 common shares in the capital of Genesis ("Common Shares"), which is 5% of Genesis's issued and outstanding Common Shares as at September 3, 2015. Pursuant to the rules of the TSX, the maximum number of Common Shares that the Company may purchase in any one day is 15,649 Common Shares or 25% of the Company's average daily trading volume of 62,599 Common Shares on the TSX in the six months ended August 31, 2015. Genesis may also make one block purchase per calendar week which exceeds the daily purchase restriction in accordance with TSX rules. Any Common Shares purchased pursuant to the Bid will be cancelled by the Company.

The Bid will commence on September 10, 2015 and will terminate on the earlier of: (i) September 9, 2016; and (ii) the date on which the maximum number of Common Shares are purchased pursuant to the Bid. Purchases of Common Shares under the Bid will be effected through the facilities of the TSX or alternative Canadian trading systems at the market price at the time of purchase.

Genesis may periodically establish an automatic purchase program under which a designated broker would purchase Common Shares pursuant to the Bid based on parameters established by Genesis. Any such program will be subject to approval by the TSX.

### **About Genesis**

Genesis is an integrated, award-winning land developer and residential homebuilder, creating innovative and successful communities in the Calgary Metropolitan Area. Genesis is committed to supporting its communities through partnerships like the Genesis Centre of Community Wellness and Genesis Place Recreational Centre. Genesis owns a large portfolio of entitled residential and mixed use land, which is exceptionally well positioned to benefit from the Alberta economy. The Company's common shares are listed on the Toronto Stock Exchange (TSX: GDC)

### **Contact Information**

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### **Cautionary Statement Regarding Forward Looking Information**

*This press release contains certain statements which constitute forward looking statements or information ("forward-looking statements") within the meaning of applicable securities legislation. This information includes, but is not limited to Genesis' intentions with respect to the normal course issuer bid and purchases thereunder and the effects of purchases under the bid. Although Genesis believes that the anticipated future results, performance or achievements expressed or implied by the forward-looking statements are based upon reasonable assumptions and expectations, the reader should not place undue reliance on forward-looking statements because they involve assumptions, known and unknown risks, uncertainties and other factors many of which are beyond the Company's control, which may cause the actual results, performance or achievements of Genesis to differ materially from anticipated future results, performance or achievement expressed or implied by such forward-looking statements. Accordingly, Genesis cannot give any assurance that it will complete any purchases under the normal course issuer bid.*

*Factors that could cause actual results to differ materially from those set forth in the forward-looking statements include, but are not limited to: a change in Genesis' intention to purchase shares; the impact or unanticipated impact of general economic conditions in Canada, the United States and globally; the impact of contractual arrangements and incurred obligations on future operations and liquidity; local real estate conditions, including the development of properties in close proximity to Genesis' properties; timely leasing of newly-developed properties and re-leasing of occupied square footage upon expiration; dependence on tenants' financial condition; the uncertainties of real estate development and acquisition activity; the ability to effectively integrate acquisitions; fluctuations in interest rates; ability to access and raise capital on favourable terms; the impact of newly-adopted accounting principles on Genesis' accounting policies and on period-to-period comparisons of financial results; not realizing on the anticipated benefits from transactions or not realizing on such anticipated benefits within the expected time frame; labour matters, governmental regulations, stock market volatility and other risks and factors described from time to time in the documents filed by Genesis with securities regulators in Canada available at [www.sedar.com](http://www.sedar.com)., including the Genesis' Annual Information Form under the heading "Risk Factors" and in Genesis' most recent interim report under the heading "Management's Discussion and Analysis." Furthermore, the forward-looking statements contained in this press release are made as of the date of this press release and, except as required by applicable law, Genesis does not undertake any obligation to publicly update or to revise any of the forward-looking statements, whether as a result of new information, future events or otherwise.*