

Curaleaf Hires Nike Veteran Chris Melillo as Senior Vice President of Retail Operations

WAKEFIELD, Mass., Sept. 12, 2018 /PRNewswire/ -- Curaleaf, Inc. ("Curaleaf" or the "Company"), a leading vertically integrated cannabis operator in the United States, announced today the naming of Chris Melillo as Senior Vice President, Retail Operations. With an impressive track record of premium consumer retail experience, Mr. Melillo will be tasked with spearheading Curaleaf's dispensary expansion rollout and establishing a consistent customer experience for retail stores across the United States.

Mr. Melillo formerly served as Senior Director of Stores North America for Nike, Inc. (NYSE: NKE), and Vice President of Stores for DTLR/Villa, a leading footwear and apparel retailer. Mr. Melillo has more than 20 years of experience in retail leadership and store operations. He has been instrumental in retail expansions, store design/construction, merchandising and omnichannel commerce in hundreds of stores, in addition to developing and leading retail teams across the country.

"As we strategically expand our business by growing our dispensary footprint, it was vital to attract a leader with extensive experience in managing multi-unit operations. Chris's background makes him well-equipped to help develop the Curaleaf retail brand beyond our existing network in 12 states," said Joseph Lusardi, CEO of Curaleaf. "Chris will support Curaleaf's growth through the realization of our strategic plan to establish a national retail footprint with consistent, streamlined atmospheres, driving foot traffic and adoption of the well-established Curaleaf brand."

"I am thrilled to have joined the Curaleaf team during this pivotal time in the Company's history as it looks to significantly expand its operations and navigate an industry going through dramatic changes," Mr. Melillo commented.

About Curaleaf, Inc.

Curaleaf is a leading vertically integrated cannabis operator in the United States. Headquartered in Wakefield, Massachusetts, Curaleaf has a presence in 12 states. The Company owns and operates 28 dispensaries, 12 cultivation sites and 9 processing sites with a focus on highly populated, limited license states, including Florida, Massachusetts, New Jersey and New York. Curaleaf leverages its extensive research and development capabilities to distribute cannabis products in multiple formats with the highest standard for safety, effectiveness, consistent quality and customer care. Curaleaf is committed to being the industry's leading resource in education and advancement through research and advocacy. Curaleaf's Florida operations were the first in the cannabis industry to receive the Safe Quality Food certification under the Global Food Safety Initiative, setting a new standard of excellence.

For more information please visit www.curaleaf.com.

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