

Curaleaf's Select Brand Completes Expansion into Oklahoma's Medical Market America's #1 Selling Cannabis Oil Brand is Now Available to Oklahoma's Licensed Medical Patients

WAKEFIELD, Mass., May 11, 2020 -- [Curaleaf Holdings, Inc.](#) (CSE: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading vertically integrated cannabis operator in the United States, announced today it will expand its line of Select brand products to service Oklahoma's medical patients, starting with its 1g Elite Cannabis Oil Concentrate Vape Cartridges.

Select, America's #1 Cannabis Oil Brand, was acquired by Curaleaf in February 2020 and can be found in over 800 of the finest dispensaries across nine states including Arizona, California, Colorado, Connecticut, Maryland, Michigan, Nevada, Oklahoma and Oregon. As a recognized industry leader, Select is committed to testing transparency and education for customers and dispensaries. Select maintains the highest industry standard practices for quality control and delivering the best experience possible. Select Elite cartridges, the brand's most popular product, deliver activated broad-spectrum oil with a high potency and smooth vapor. The brand looks forward to unveiling more of its leading product offerings in Oklahoma in the near future, including multi-purpose CBD:THC Ratio Drops.

"The Select brand was built around a relentless pursuit of progress and a commitment to help consumers Select Better in every facet of their lives, and we're honored to serve Oklahoma's medical patients with pure, high-potency cannabis products that undergo the most stringent and progressive oil testing standards in the industry." says Cameron Forni, President of Select at Curaleaf. "As a former Oklahoma resident that played hockey at OU, I am closely invested in serving this community with high quality cannabis products."

Select products will be available at dispensaries throughout the state, including Stability Cannabis, Flight 420, Craft Cannabis, Mango Cannabis and many others. To find a dispensary near you that carries Select products go to www.selectbetter.com and click "Find Us" for an interactive map of locations.

During the COVID-19 pandemic, cannabis businesses have been deemed an essential service in most states, including Oklahoma. Curaleaf remains committed to serving patients and customers with the products they rely on while implementing heightened safety and hygienic measures in all its facilities.

About Curaleaf Holdings, Inc.

Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf") is a leading vertically integrated multi-state cannabis operator with a mission to improve lives by providing clarity around cannabis and confidence around consumption. As a high-growth cannabis company known for quality, expertise and reliability, the company and its brands, Curaleaf and Select, provide industry-leading service, product selection and accessibility across the medical and adult-use markets. The company currently operates in 17 states with 57 dispensaries, 15 cultivation sites and 24 processing sites. Curaleaf employs over 2,200 people across the United States. For more information please visit www.curaleaf.com.

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FORWARD LOOKING STATEMENTS

This media advisory contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information. Generally, forward-looking statements and information may be identified by the use of forward-looking terminology such as "plans", "expects" or "proposed", "is expected", "intends", "anticipates", "or" "believes", or variations of such words and phrases, or by the use of words or phrases which state that certain actions, events or results may, could, would, or might occur or be achieved. More particularly and without limitation, this news release contains forward-looking statements and information concerning the expansion of the Select brand of products into Oklahoma. Such forward-looking statements and information reflect management's current beliefs and are based on assumptions made by and information currently available to the company with respect to the matter described in this new release. Forward-looking statements involve risks and uncertainties, which are based on current expectations as of the date of

this release and subject to known and unknown risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such statements. Additional information about these assumptions and risks and uncertainties is contained under "Risk Factors and Uncertainties" in the Company's latest annual information form filed September 23, 2019, which is available under the Company's SEDAR profile at www.sedar.com, and in other filings that the Company has made and may make with applicable securities authorities in the future. Forward-looking statements contained herein are made only as to the date of this press release and we undertake no obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required by law. We caution investors not to place considerable reliance on the forward-looking statements contained in this press release. The Canadian Securities Exchange has not reviewed, approved or disapproved the content of this news release.

<https://ir.curaleaf.com/2020-05-11-Curaleafs-Select-Brand-Completes-Expansion-into-Oklahomas-Medical-Market>