

Curaleaf to Re-Open for Adult-Use Purchases at Massachusetts Retail Locations

Customers will be able to order for curbside pickup beginning on May 25th at dispensaries in Oxford, Ware, and Provincetown

WAKEFIELD, Mass., May 21, 2020 /PRNewswire/ -- Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF), a leading vertically integrated cannabis operator in the United States, today announced that retail locations in Massachusetts will re-open for adult-use purchases starting on May 25th, 2020.

Dispensary locations in Ware and Oxford will be open for regular hours from 9 AM to 8 PM Monday through Saturday, and 10 AM to 5 PM Sunday. The Provincetown location will be open for new summer hours from 9 AM to 9 PM Monday through Sunday.

"We are pleased that our three adult use dispensaries in Ware, Oxford and Provincetown are among the first of Commonwealth businesses allowed to re-open on May 25, and we appreciate the Governor and Lt. Governor's decision," said Patrik Jonsson, president of Curaleaf Massachusetts. "We're very much looking forward to resuming serving our customers with the quality products they have come to rely on, and also getting our people back to work. We expect sales to be brisk as a result of pent up demand, and we are working closely with the Cannabis Control Commission and the Massachusetts Department of Health to comply with all guidelines surrounding our reopening."

Curaleaf's employees will continue to exercise all appropriate measures to ensure the safety of their customers and staff. This includes enforcement of social distancing, mandatory face masks for all employees and customers, increased sanitation and hygiene measures, and the use of technology to minimize contact during the purchasing process as well as other day-to-day store operations.

About Curaleaf Holdings

Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf") is a leading vertically integrated multi-state cannabis operator with a dominant presence on both the East and West coasts of the United States, the largest cannabis market in the world. 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.

Strategically positioned in highly populated, limited-license states, the company currently operates in 17 states with 54 dispensaries, 15 cultivation sites, 24 processing sites and 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 reopening of Curaleaf MA adult use dispensaries. 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.

SOURCE Curaleaf Holdings, Inc.

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