

Curaleaf is First to Florida Market With Sublingual Tablets

Designed for a Better Calibrated Dose are Launching at Curaleaf's 28 Dispensaries Statewide

WAKEFIELD, Mass., July 30, 2020 -- [Curaleaf Holdings, Inc.](#) (CSE: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading vertically integrated cannabis operator in the United States, today announced the launch of Curaleaf Sublingual Tablets in Florida. These cube-shaped, berry-flavored tablets will provide the state's medical patients with a discreet, sugar-free yet fruity alternative form of medication.

Curaleaf's new Sublingual Tablets, feature a refreshing "Arctic Berry" flavor and are in 30-piece jars, contain 5mg of high-quality cannabis oil per piece which allows patients to manage their treatment plan with confidence and ease. The new product will be sold at all of the Company's 28 operating dispensaries in Florida with a phased roll-out between August 8th - August 20th. Limited quantities will be released to pre-existing loyalty patients beginning tomorrow, July 30th. For more information on the product roll-out cadence, please visit curaleaf.com/blog/curaleaf-sublingual-tablets.

"The demand for alternative cannabis form functions in Florida has been mounting for years, and we are thrilled to offer our patients an exciting new product -- Sublingual Tablets," said Joe Lusardi, Chief Executive Officer at Curaleaf. "Our success is driven by listening to and meeting the needs of our patients, and we're incredibly proud to be first to market in Florida with this new option in cannabis medicine. By providing high-quality products in a variety of administration routes, we are better positioned to improve our patients' lives, which has been our mission since day one."

Earlier this summer, Curaleaf began selling "Shorties," a pre-roll flower product, in response to the requests of their Florida patients. As an additional offering to the classic 1g pre-roll, patients can now enjoy freshly harvested flower by way of these conveniently sized .4g pre-rolls.

Florida's continued growth in patient registration makes it one of the nation's fastest-growing medical cannabis markets in the country. Currently, there are over 377,000 medical patients enrolled in the Florida program - about 1.7% of the state's population - with approximately 5,000 new patients enrolling each week. To ensure the best possible service to the increasing number of medical patients, Curaleaf is in the process of expanding its Florida presence, adding to current grow capacity and planning to open at least five new dispensaries by Q4.

During the COVID-19 pandemic, cannabis businesses have been deemed an essential service in most states, including Florida. 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.

Curaleaf's dispensary regular operating hours remain in effect, and free statewide delivery is always available for Florida medical patients. Throughout the year, discounts are offered to senior citizens, military veterans, pediatric patients, and recipients of government financial assistance. Please visit www.curaleaf.com/locations to find a dispensary near you.

About Curaleaf Holdings, Inc.

Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf") is a leading vertically integrated U.S. 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, including Curaleaf and Select, provide industry-leading service, product selection and accessibility across the medical and adult-use markets. Curaleaf currently operates in 23 states with 88 dispensaries, 22 cultivation sites and over 30 processing sites, and employs over 3,000 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 Curaleaf's product offering and business operations in Florida. 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.

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