

Curaleaf's Select Elite Live Cartridges Reach \$1M Sales in Florida Within 30 Days

National Expansion of Select Brand Continues

WAKEFIELD, Mass., Sept. 1, 2020 /PRNewswire/ -- [Curaleaf Holdings, Inc.](#) (CSE: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading vertically integrated cannabis operator in the United States, today announced that its line of Select Elite Live cartridges has reached \$1 million in sales since launching in the Florida medical market on August 6.

Select Elite Live features high quality, high potency oil with a wide variety of strain-specific flavor and effects. Curaleaf will unveil additional Select product offerings to Florida's medical patients later this year, including the best-selling high potency broad spectrum Select Elite cartridges. As a recognized industry leader, Select is committed to maintaining the highest quality control standards and testing transparency and delivering the best experience possible.

"We are thrilled to have received such a positive response to Elite Live from our Florida patients, and look forward to continuing to provide innovative new products for their cannabis needs," said Joe Bayern, President of Curaleaf. "The immediate success of Elite Live in Florida speaks to the power of the Select brand, and we are confident about our continued growth in the state."

Select, known as America's #1 Cannabis Oil Brand, has been on a path of rapid expansion since it was acquired by Curaleaf in February 2020. Select products are now available in over 950 independent dispensaries across 12 states, including Arizona, California, Colorado, Connecticut, Florida, Maryland, Michigan, Nevada, Oklahoma, Oregon, Massachusetts and Maine. The Select brand will continue to expand across the U.S. with its launch into Ohio's medical market later this month.

Curaleaf has continued its retail expansion in Florida, recently announcing the opening of its Clearwater and South Tampa locations and plans to open a new Brandon area dispensary later this month.

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 90 dispensaries, 22 cultivation sites and over 30 processing sites, and employs over 3,000 team members across the United States. Curaleaf is listed on the Canadian Securities Exchange under the symbol CURA and trades on the OTCQX market under the symbol CURLF. 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 sales of Select Elite Live. 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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