

Curaleaf Continues Florida Expansion with New Dispensary in Brandon

Curaleaf's 31st Location in Florida Will Bring Best-Selling Select Products to More Local Patients

WAKEFIELD, Mass., Sept. 3, 2020 /PRNewswire/ -- [Curaleaf Holdings, Inc.](#) (CSE: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading vertically integrated cannabis operator in the United States and one of the largest cannabis operators in Florida, today announced the grand opening of Curaleaf Brandon, the company's 31st location in Florida. The new location, located at 846 E. Brandon Blvd, is the third new dispensary in the Tampa / St. Petersburg / Clearwater metropolitan area this quarter.

Curaleaf is committed to serving the growing base of 394,000 registered medical patients in Florida, which is one of the nation's fastest-growing medical cannabis markets in the country. In August, the company opened new dispensaries in Clearwater (2081 Gulf to Bay Blvd.) and South Tampa (3030 W. Gandy Blvd.). The company's strategic expansion in the Tampa Bay area will provide patients and caregivers expanded access to high-quality medical cannabis products, including Select, America's #1 cannabis oil brand.

"We are committed to creating brands and innovative consumption formats that make cannabis accessible for all," said Joe Bayern, President at Curaleaf. "Our Florida patients have given us tremendously positive feedback on our Select and Curaleaf products and we are excited to extend our reach to new patients in the Tampa Bay area with new products, particularly edibles, recently approved by the Department of Health."

In August, the company launched Select Elite Live, featuring high quality, high potency oil with a wide variety of strain-specific flavor and effects, which quickly became a record-breaking best-selling product in the state. The Curaleaf brand was first-to-market with the launch of their discreet, berry-flavored Sublingual Tablets - a Florida market exclusive. The company plans new product launches including Nano tinctures and edibles this quarter, featuring the nano-emulsification technology which provides a faster onset and more calibrated experience.

The opening of Curaleaf's new stores in Florida comes as the state begins its economic recovery from COVID-19, which pushed Florida's unemployment rate from 2.8% in February 2020 to 10.4% in June 2020. Each of the new dispensaries have hired an average of 11 employees, bringing the total number of jobs created by Curaleaf across the state to 722. According to Leafly, the cannabis industry is adding jobs at a rate of 15% per year, accounting for 16,000 Florida residents that are currently employed by the cannabis industry.

In response to COVID-19, Curaleaf offers curbside service upon request and contactless and cashless payment through approved credit and debit card services to keep patients, customers, and employees safe during this time. To see Curaleaf's dispensary locations in Florida, along with hours of operation and contact information, please visit www.curaleaf.com/locations/#florida.

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 91 dispensaries, 22 cultivation sites and over 30 processing sites, and employs over 3,000 people 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 retail expansion of Curaleaf 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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