

Curaleaf's Select Brand Expands Into Illinois

America's #1 Cannabis Oil Brand is Now Available in 15 States

WAKEFIELD, Mass., Oct. 29, 2020 /PRNewswire/ -- Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading vertically integrated cannabis operator in the United States, announced today that it has expanded its award-winning line of Select Oil brand products to its 15th state, Illinois - the nation's second-largest adult-use market after California - starting with its Select Elite Live cannabis oil cartridges.

Select, America's #1 Cannabis Oil Brand, is a lifestyle brand that was acquired by Curaleaf in February 2020. Select creates a variety of high-quality products that can be found in over a thousand dispensaries across 15 states, including Arizona, California, Colorado, Connecticut, Florida, Illinois, Maryland, Michigan, Nevada, New York, Ohio, Oklahoma, Oregon, Massachusetts, and Maine. As an industry leader, Select takes pride in having some of the most stringent and progressive testing practices in the industry and is committed to continuous innovation to ensure our customers get the best cannabis experience possible.

Select Elite Live combines high-quality, high-potency THC oil with live resin extract derived from fresh, frozen flower. Created with a proprietary formula, Elite Live is designed to capture the essence of the living plant with a higher terpene content when compared to a traditional distillate cartridge. The enhanced formula has quickly become a best-seller in every market where it has launched; in Florida alone, sales [surpassed \\$1 million in less than one month](#). The oil is delivered by Select's unique cartridge technology, which helps to evenly distribute heat and deliver enhanced purity, flavor, and quality.

"The Select brand has worked diligently to earn its place as an industry leader and is rapidly becoming the first nationally-recognized cannabis brand," said Joe Bayern, President at Curaleaf. "Illinois is one of the largest adult-use cannabis markets in the country and one that has worked incredibly hard to address the need for reparation and normalization of our industry. We look forward to becoming part of the Illinois community, and serving the patients and consumers with the best in class cannabis consumer products available anywhere."

In July 2020, Curaleaf closed on its acquisition of Grassroots, giving the company the opportunity to continue developing innovative products and serving communities across the United States, including Grassroots' native state of Illinois. Select is slated to expand into Pennsylvania early next month. Both Illinois and Pennsylvania are among the largest and fastest-growing cannabis markets in the United States.

The Illinois Department of Revenue (IDOR) [recently reported](#) that, following the legalization of adult-use cannabis in the state on January 1, marijuana sales have been record-breaking month-over-month, contributing to the \$100 million milestone of cannabis tax revenue collected.

Select products will be available at many of Illinois' leading dispensaries, including Greenhouse's retail locations in Deerfield, Litchfield, Morris, Mokena and Skokie which will fall under the Curaleaf umbrella and branding pending final regulatory approval. 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.

About Curaleaf Holdings, Inc.

Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf") is the 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 95 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 expansion of the Select brand in Illinois. 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 <http://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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