

Curaleaf Expands Florida Retail Footprint, Opens 34th Dispensary in the State

Patients in St. Petersburg now have convenient access to two Curaleaf dispensaries

WAKEFIELD, Mass., Feb. 5, 2021 /PRNewswire/ -- Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading U.S. provider of consumer products in cannabis, today opened Curaleaf St. Petersburg North, the Company's 34th dispensary in Florida and 98th dispensary nationwide.

Curaleaf's second dispensary in St. Petersburg is located at 5935 4th Street and is open to all patients with a valid Florida Medical Marijuana ID card. Curaleaf's continued expansion throughout Florida provides increased access to high-quality medical cannabis products as statewide demand for medical products reaches record levels. In 2020, Florida generated \$1.2 billion in cannabis sales according to BDS Analytics, making it the fourth largest cannabis market in the nation and the largest market outside of the West Coast.

Curaleaf St. Petersburg North offers the same trusted patient care and selection of premium products offered at its retail locations throughout the state, including Select, America's #1 oil brand. Select Elite Live, a high-quality, high-potency oil with a wide variety of strain-specific flavor and effects, quickly became a record-breaking best-selling product in the state reaching \$1 million in sales in its first month in the market. Curaleaf offers a suite of innovative products including fast-acting Nano Chews and Nano Drops, Classic Chews, Sublingual Tablets, RSO and Live Blends, giving patients access to a wide variety of product formats to best suit their health and wellness needs.

"Since opening our first dispensary in St. Petersburg in 2018, our team has forged invaluable patient connections, and we look forward to offering our world-class care to even more patients through this second location," said Joe Bayern, CEO of Curaleaf. "Our commitment to patient education and wellness is reflected in our suite of quality offerings and exceptional retail experience, and we encourage new and returning patients to make Curaleaf part of their cannabis journeys."

For more information about dispensary hours and pick up options, please visit <https://curaleaf.com/locations/>.

About Curaleaf Holdings, Inc.

Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf") is a leading U.S. provider of consumer products in cannabis, with a mission to improve lives by providing clarity around cannabis and confidence around consumption. As a vertically integrated, high-growth cannabis operator known for quality, expertise and reliability, the company and its brands, including Curaleaf, Select and Grassroots, provide industry-leading service, product selection and accessibility across the medical and adult-use markets. Curaleaf currently operates in 23 states with 98 dispensaries, 23 cultivation sites and over 30 processing sites, and employs over 3,800 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

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 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 25, 2020, 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.

INVESTOR CONTACT

Curaleaf Holdings, Inc.
Finance and Investor Relations
IR@curaleaf.com

MEDIA CONTACT

Curaleaf Holdings, Inc.
Tracy Brady, VP Corporate Communications
media@curaleaf.com

SOURCE Curaleaf Holdings, Inc.

<https://ir.curaleaf.com/2021-02-05-Curaleaf-Expands-Florida-Retail-Footprint-Opens-34th-Dispensary-in-the-State>