

CURALEAF'S SELECT BRAND DIVERSIFIES EDIBLE OFFERINGS WITH NEW SELECT SNOOZE BITES

Select's Snooze Bites are formulated with a 1:1 ratio of nano-emulsified THC oil and CBN for the perfect wind-down

WAKEFIELD, Mass., Oct. 13, 2021 /PRNewswire/ -- Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading international provider of consumer products in cannabis, has expanded its suite of innovative products with the addition of **Select Snooze Bites**, which are rolling out in several markets across the US this fall. Through the combined power of THC:CBN, this fast-acting platform is a true disruptor as an efficacious nighttime product.

Designed for the perfect wind-down, **Snooze Bites** combine a unique 1:1 ratio of fast-acting THC and long-lasting CBN. The scientifically developed formula incorporates 5mg of nano-encapsulated THC, which is made by creating tiny, water-soluble molecules from cannabis oil and is therefore quickly absorbed into the bloodstream with effects typically experienced within 15 to 30 minutes. When paired together with 5mg of CBN - a cannabinoid typically known for its relaxing and restorative qualities - users can expect a heightened combined experience.

[According to BDS Analytics](#), the top reason adults choose to consume edibles is to "sleep better." Demand for CBN sleep products has surged in the country's top markets, [reportedly](#) generating \$43 million in sales across California, Colorado, Nevada and Oregon in the first two quarters of 2021.

"Our R&D team is constantly working to elevate and customize the cannabis experience, and Select's latest product innovation reflects Curaleaf's ongoing commitment to our customers' unique lifestyles and preferences," said Joe Bayern, CEO of Curaleaf. "Our ultimate goal is to help consumers experience cannabis with confidence - and the launch of Select Snooze Bites is one more example of how we are striving to serve an even broader spectrum of customer needs."

Rich in terpenes such as myrcene, linalool, nerolidol and terpinolene, **Select Snooze Bites** will stand alongside the brand's **Select Bites** and **Select Nano Bites** which were relaunched earlier this year with a new look and better-than-ever taste. All Select Bites are made with a high stability, soft gelatin formula that provides a consistent experience with excellent texture and a delicious blackberry flavor.

Select Snooze Bites are currently available in Arizona and Nevada, and will soon launch in states such as California, Colorado, Maryland, and Maine. For more information on product availability, please visit <https://selectcannabis.com/find-us>.

About Curaleaf Holdings, Inc.

Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf") is a leading international provider of consumer products in cannabis 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. In the United States, Curaleaf currently operates in 23 states with 111 dispensaries, 22 cultivation sites and over 30 processing sites, and employs over 5,400 team members. Curaleaf International is the largest vertically integrated cannabis company in Europe with a unique supply and distribution network throughout the European market, bringing together pioneering science and research with cutting-edge cultivation, extraction and production. 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 <https://ir.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 commercialization of Select Snooze Bites. 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 April 28, 2021, 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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