

Curaleaf Announces Sale of Whole Flower in New York For Its Four Locations

First Units on Sale Today at Newburgh Dispensary with Availability Tomorrow at Carle Place, Forest Hills, and Plattsburgh Locations

With Enough Product to Supply Wholesale Partners by Month's End

WAKEFIELD, Mass., Oct. 26, 2021 /PRNewswire/ -- Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading international provider of consumer products in cannabis, today announced that its initial batches of New York whole flower have cleared testing by third party labs and that sales of three initial strains will begin this afternoon in Company's Newburgh location and tomorrow afternoon in Curaleaf's Carle Place, Forest Hills, and Plattsburgh dispensaries.

"Our patients have been waiting a long time for this day and we couldn't be happier to be able to deliver whole flower product to all four of our New York locations in the next day or so and to the majority of our wholesale partners within the month," said Joe Bayern, CEO of Curaleaf. "Fortunately, we have been preparing for this moment and we are more than ready with plenty of product for all our New York locations. We are grateful to Governor Hochul and the OCM for moving this forward so quickly, and we look forward to robust sales and happy customers. We appreciate the patience and loyalty of all our patients as we worked toward this milestone."

Prior to this month, cannabis was only available to New York patients in ground form, a source of frustration for many patients who prefer the plant's medicinal applications in its purest and most natural format.

Curaleaf whole flower will also be available to the majority of the Company's wholesale partners in the state by the end of the month, ensuring that the Company maintains its position as the New York market leader and its product will be available throughout the state.

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 availability of whole flower in New York. 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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