

Curaleaf Expands Retail Presence in Florida with Grand Opening of Spring Hill Dispensary

Company's 38th dispensary in Florida is its first location in Hernando County

WAKEFIELD, Mass., Nov. 24, 2021 /PRNewswire/ -- [Curaleaf Holdings, Inc.](#) (CSE: CURA / OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading international provider of consumer products in cannabis, today announced the opening of Curaleaf Spring Hill, the Company's 113th dispensary nationwide and its 38th in the sunshine state.

The new Spring Hill location at 4287 Mariner Blvd. is the Company's fifth dispensary to open in Florida in 2021. Curaleaf expanded its presence in Jacksonville, St. Petersburg, West Palm and Bradenton earlier this year. Curaleaf has expanded its team in Florida by adding over 1,000 new retail and cultivation jobs throughout the state in 2021.

Curaleaf Spring Hill is the company's first dispensary in Hernando County, expanding access to Curaleaf's high-quality medical cannabis products including Select, America's #1 cannabis oil brand. In addition to Curaleaf's expansive selection of flower, vape and ingestible offerings, patients will also have access to Curaleaf's latest product releases including Select Squeeze, Select Bites and Select Nano Bites. Cliq by Select, a breakthrough hardware system designed to significantly upgrade the consumer's vaping experience, will launch in Florida in December.

"Expanding access to high-quality cannabis care is one of Curaleaf's guiding values, and we look forward to serving and empowering even more cannabis patients in Hernando County through our new Spring Hill location," said Matt Darin, Curaleaf Regional President. "In addition to supporting Florida's dynamic patient community, we are also proud to provide meaningful professional opportunities within the local cities we serve and showcase cannabis' wider positive social impact through our 38 dispensaries across the state."

To celebrate the grand opening weekend of Curaleaf Spring Hill on December 4th, all patients will be eligible for 30% off most products and receive double rewards points. Additionally, former Tampa Bay Buccaneers offensive lineman, radio host and influencer Ian Beckles will record his "Plant Power" podcast at Curaleaf Spring Hill from 10 am to 12 pm. On December 3rd a representative from the Greater Hernando Chamber of Commerce will be present for the ribbon-cutting ceremony from 12 to 1 pm. For more information on Curaleaf Spring Hill's product offerings, along with hours of operation and contact information, please visit www.curaleaf.com/locations/#florida.

About Curaleaf Holdings

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 113 dispensaries, 22 cultivation sites and over 30 processing sites, and employs over 5,200 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", "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 opening of the Curaleaf Spring Hill dispensary. 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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