

Curaleaf's Select Brand Expands Product Offerings With Live Rosin Solventless Extracts

Select™ Live Rosin vapes and concentrates offer unrivaled strain-specific flavor and terpene experiences

WAKEFIELD, Mass., March 10, 2022 /PRNewswire/ -- [Curaleaf Holdings, Inc.](#) (CSE: CURA / OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading international provider of consumer products in cannabis, today launched Select Live Rosin, the Company's first line of solventless extracts, to patients across Florida. The products will initially launch at 12 Curaleaf locations and will continue to expand statewide by April 7th.

Select Live Rosin builds upon the brand's existing collection of premium oil products, including Elite, Elite Live and Essentials, and is formulated for experienced cannabis consumers looking for more flavorful, true-to-flower experiences. The products feature an aromatic, pure cannabis flavor created through the Company's live harvesting, flash-freezing and gentle solventless extraction processes that preserve the natural integrity of each strain's terpenes and cannabinoids. Curaleaf's proprietary water-based extraction process eliminates the waste and inefficiencies associated with live rosin manufacturing. This scalable technology allows Curaleaf to offer Select Live Rosin vapes and concentrates at a more accessible price point for patients seeking premium, true-to-flower experiences.

"We are proud to expand our product offerings in Florida to serve our patients' increasingly sophisticated preferences," said Matt Darin, President of Curaleaf US. "Curaleaf's R&D strategy is rooted in delivering novel and exceptional customer experiences, and introducing affordably priced live rosin products along with high-quality vape hardware not only reimagines what is possible for the Company, but for the industry at large."

Select Live Rosin vapes and concentrates will be available in Florida this month and will be followed by Select X Bites in the coming weeks. For more information on product availability, please visit <https://selectcannabis.com/find-us>.

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 127 dispensaries, 26 cultivation sites, and employs over 5,600 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 launch of new products 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 March 9, 2022, 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.

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/2022-03-10-Curaleafs-Select-Brand-Expands-Product-Offerings-With-Live-Rosin-Solventless-Extracts>