

Curaleaf Expands Brand Portfolio With Launch of Find™ Cannabis Flower

Now Available in Massachusetts, Find Will Expand to Eight Additional States Across the Country

WAKEFIELD, Mass., Oct. 24, 2022 /PRNewswire/ -- [Curaleaf Holdings, Inc.](#) (CSE: CURA / OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading international provider of consumer products in cannabis, today announced the launch of Find, a cannabis flower brand designed to provide consumers with high quality cannabis flower at an accessible price point. The Company's latest product offering is now on shelves at dispensaries in Massachusetts and will expand to Arizona, Illinois, Maine, Missouri, New Jersey, New York and Pennsylvania in the coming months.

Find offers a variety of affordable, high quality everyday flower products for cannabis consumers. At launch, customers will have access to the brand's strain-specific pre-rolls and whole flower. Available in bulk quantities, those who prefer to roll their own can also choose from a selection of small flower and pre-ground offerings. Find is currently available in the following formats:

- **Find Flower:** whole and hearty strain-specific buds; available as 1oz, 1/2oz, 1/4oz and 1/8oz.
- **Find Popcorn:** small strain-specific buds; available as 1oz and 1/2oz.
- **Find Shake:** pre-ground and ready to roll; available as 1/4oz.
- **Find Pre-Rolls:** convenient strain-specific flower available as 1g singles and 10-packs.

"We're excited to welcome Find into our brand portfolio as the medical and adult-use flower markets continue to mature," said Matt Darin, CEO of Curaleaf. "With Find, we're expanding our reach by providing affordable, high quality flower for patients and customers at all stages of their cannabis journey."

Find is now available at dispensaries across Massachusetts and will expand to Arizona, Illinois, Maine, Missouri, New Jersey, New York and Pennsylvania in the coming months. For more information on product availability, please visit www.findyourflower.com.

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, Select, and Grassroots provide industry-leading service, product selection and accessibility across the medical and adult-use markets. In the United States, Curaleaf currently operates in 21 states with 142 dispensaries, 26 cultivation sites, and employs over 6,000 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 a new brand, Find. 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.

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