

Curaleaf Unveils Strategic National Rebrand for Grassroots

Brand Expands Into California With Launch of Grassroots Diamond-Infused Pre-Rolls and Grassroots Grower's Reserve Program

First Product Partnerships With Sonoma Hills Farm and Delighted Farms Now Available Across California

WAKEFIELD, Mass., Nov. 14, 2022 /PRNewswire/ -- [Curaleaf Holdings, Inc.](#) (CSE: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading international provider of consumer cannabis products, today announced the national rebrand of its Grassroots premium cannabis flower brand, and shared details on the brand's previously announced expansion into California with the launch of Diamond Infused Pre-Rolls.

The rebrand of Grassroots coincides with the launch of its Grower's Reserve program, an ongoing series of limited-edition collaborations with craft farmers and diverse operators in California. The program reaffirms the Company's commitment to providing high-quality products to its consumers while empowering smaller craft operators in the Golden State.

For seasoned cannabis consumers that are looking for an added boost to their everyday pre-roll, Grassroots Diamond Infused Pre-Rolls are composed of finely ground, high-quality whole flower with a dusting of THCA "diamonds" for maximum purity and potency. Available as 1 gram Singles or 5 pack Shorties at 0.4 grams each, Grassroots Diamond Infused Pre-Rolls are now available in California featuring three unique strains:

- **Grower's Reserve – Napali Sunrise (Sativa)** by [Delighted Farms](#), a state-of-the-art indoor farm managed by a team of renown California growers.
- **Grower's Reserve – Cherry Cheesecake (Indica)** by [Sonoma Hills Farm](#), a Sun+Earth certified cannabis farm nestled on 60-acres in Sonoma Valley.
- **Mimosa by Grassroots (Hybrid)**

"We are thrilled to introduce the new look and feel of Grassroots, a brand that exemplifies our unwavering commitment to providing high-quality cannabis products and experiences," said Matt Darin, CEO of Curaleaf. "I am also personally proud to launch our Grassroots Grower's Reserve program, which I think demonstrates our commitment to creating an equitable cannabis industry where operators of all sizes and backgrounds work together to strengthen the industry and deliver premium experiences for consumers."

Founded in 2014, Grassroots is dedicated to growing and processing the highest quality cannabis products while serving, advancing and respecting the cannabis movement. The company first planted its roots in Chicago with the goal of perfecting the art and science of cannabis cultivation through the creation of exclusive genetics and unique strains. Grassroots was acquired by Curaleaf in 2020 and its products are now available in seven states including California, Illinois, Massachusetts, Maryland, Nevada, North Dakota and Pennsylvania.

Grassroots' new branding has rolled out in California and Maryland, and will expand to all seven markets in the coming months. For more information on product availability, visit www.grassrootscannabis.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 national rebrand of Grassroots and expansion into

California. 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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