

Curaleaf Expands Brand Portfolio With Launch of Zero Proof™ Cannabis-Infused Drinkables

Zero Proof's inaugural product offering, Squeeze, delivers fast-acting line of THC beverage enhancers in a sessionable and easy-to-use format

NEW YORK, Sept. 5, 2023 /PRNewswire/ -- [Curaleaf Holdings, Inc.](#) (CSE: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading international provider of consumer cannabis products, today announced the launch of Zero Proof, a new brand of THC drinkables in fast-acting, sessionable and easy-to-use formats. The brand's inaugural product offering, Squeeze, is now available at all Curaleaf locations in Illinois and will be followed by additional SKUs in the coming months.

Zero Proof Squeeze follows Select's popular THC-infused beverage enhancer, Select Squeeze, originally launched in March 2021. While similar in functionality and effect, Zero Proof Squeeze has been reformulated with natural sweetener to provide a significantly lighter taste and balanced flavor profile for enhanced mixability. The beverage complement offers a uniquely controllable and customizable experience with an easy-to-pour dispenser and compact design delivering 2.5mg THC per dose for discreet enjoyment on the go.

Utilizing nanotechnology, Zero Proof Squeeze provides a truer-to-flower experience with effects felt in as little as 15-30 minutes, significantly faster than traditional edibles. By turning cannabis oil into tiny water-soluble molecules, the THC compounds dissolve evenly into any beverage and are more rapidly and efficiently absorbed into the bloodstream. At launch, four delicious, low calorie and gluten-free flavors will be available including Dash of Cherry, Dash of Orange, Dash of Lime and Dash of Sweet.

"Zero Proof exemplifies our commitment to providing high-quality, consistent consumer products in familiar and approachable formats that model traditional consumer packaged goods," said Matt Darin, CEO of Curaleaf. "Curaleaf has been on the forefront of creating sophisticated cannabis experiences which we believe will ultimately redefine the way people socialize. We're proud to bring Zero Proof Squeeze to our patients and customers in Illinois first before expanding to additional markets."

According a new [Gallup poll](#), the rate of alcohol consumption in the U.S. continues to decline with 62% of adults under age 35 reporting they drink alcohol, down 10% from two decades ago. Zero Proof is the latest addition to Curaleaf's brand portfolio that seeks to redefine how people socialize by delivering a fast-acting, sessionable alternative to alcohol.

Zero Proof Squeeze is now available at all Curaleaf dispensaries in Illinois as well as wholesale dispensaries across the state. For more information on product availability, please visit: www.drinkzeroproof.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 enhance lives by cultivating, sharing and celebrating the power of the plant. 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 19 states with 152 dispensaries and employs nearly 5,500 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 Zero Proof. 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 May 1, 2023, 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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