

Curaleaf Expands Zero Proof™ Brand Portfolio with Launch of Stir Fast-Acting THC Beverage Mix

Stir by Zero Proof Transforms Sparkling Water Into a Fast-Acting, Elevated Cannabis Experience

NEW YORK, Jan. 8, 2024 /PRNewswire/ -- [Curaleaf Holdings, Inc.](https://www.curaleaf.com) (TSX: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading international provider of consumer cannabis products, today announced the expansion of its Zero Proof brand portfolio with the launch of Stir, a fast-acting THC beverage mix designed to transform sparkling water into an elevated cannabis experience. Stir by Zero Proof is now available at all Curaleaf locations in Illinois, and is sold wholesale to dispensaries across the state.

Developed for new and existing cannabis consumers alike, Stir by Zero Proof offers an approachable and sociable alternative to hard seltzer with controllable dosing at 5mg THC per sachet. The easy-to-stir beverage enhancer utilizes nanotechnology to provide a truer-to-flower experience with effects felt in as little as 15-30 minutes. At launch, three delicious, low-calorie and gluten-free varieties will be available including Peach Orange, Berry Cherry and Mango Lime.

"Curaleaf is committed to delivering innovative, high-quality cannabis products in a variety of form factors to serve the needs of our patients and customers at all stages of their cannabis journeys," said Matt Darin, CEO of Curaleaf. "Stir by Zero Proof is the next step in expanding our portfolio of THC-infused drinkables, a category which we believe will ultimately redefine how people socialize."

Stir by Zero Proof follows the September 2023 launch of the Zero Proof brand's inaugural product offering, Squeeze, a beverage complement that provides a uniquely controllable and customizable experience with an easy-to-pour dispenser and compact design delivering 2.5mg THC per dose. Both Stir and Squeeze are now available at all Curaleaf dispensaries in Illinois. Zero Proof Stir is also sold by wholesale partners across the state, including at Altius, Earthmed (McHenry), and Grasshoper Club (Southloop). For more information on product availability, please visit www.drinkzeroproof.com.

About Curaleaf Holdings

Curaleaf Holdings, Inc. (TSX: 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, our brands are sold in 17 states with operations encompassing 147 dispensaries and employing more than 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 Toronto Stock 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's new product offering, Stir. 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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