

Curaleaf Celebrates New Dispensary Opening in Pensacola, Florida

The new location in northwest Florida expands the Company's retail presence to 63 dispensaries in the state and 149 nationwide

STAMFORD, Conn., Aug. 9, 2024 /PRNewswire/ -- Curaleaf Holdings, Inc. (TSX: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading international provider of consumer cannabis products, today announced it will open a new medical dispensary in Florida. Curaleaf Pensacola, located at 2E 9 Mile Rd, Pensacola, FL 32534, will begin welcoming patients on Friday, August 9. The Company's latest expansion in the Sunshine State will increase its retail footprint to 63 retail locations statewide and 149 nationwide.

Curaleaf Pensacola is the Company's second medical dispensary in the area, conveniently located in the shopping district along the city's historic Nine Mile Road. The Company's latest expansion will reach more patients in northwest Florida, providing access to a wide selection of cannabis products and brands, including the new Select Fruit STIQ all-in-one vape, JAMS edibles, B NOBLE, and the Company's all-in-one two gram vape, Select BRIQ.

Curaleaf's Pensacola dispensary will operate from 9:00 a.m. to 8:30 p.m. CT Monday through Saturday and 10:00 a.m. to 7:00 p.m. CT on Sunday and will feature knowledgeable staff members to guide patients during their visit.

"We are proud to be a trusted resource for medical patients across Florida and to expand our presence in the bustling streets of Pensacola" said Matt Darin, CEO of Curaleaf. "We continue to invest in Florida as we've seen incredible support of the cannabis industry from the state. We continue to be optimistic about the upcoming vote on Amendment 3 as support for adult-use cannabis continues to grow. With our new Florida store opening, we are proud to bring our total retail footprint to 149 dispensaries nationwide."

In celebration, Curaleaf Pensacola will host a grand opening event on Friday, September 6. Live music, prizes and special discounts will be available for medical patients as Curaleaf commemorates the launch of its newest cannabis community in Florida.

For more information on Curaleaf's locations, patient resources, delivery program, and products in Florida, please visit <https://curaleaf.com/dispensary/florida>.

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, Grassroots, JAMS, Find, Zero Proof and The Hemp Company provide industry-leading service, product selection and accessibility across the medical and adult use markets. 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 Pensacola store opening 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 uncertainties is contained under "Risk Factors and Uncertainties" in the Company's latest annual information form filed on March 6, 2024, 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 Toronto Stock Exchange has not reviewed, approved or disapproved the content of this news release.

Contacts:

Investor Contact:

Curaleaf Holdings, Inc.

Camilo Lyon, Chief Investment Officer

IR@curaleaf.com

Media Contact:

Curaleaf Holdings, Inc.

Jordon Rahmil, VP Public Relations

media@curaleaf.com

SOURCE Curaleaf Holdings, Inc.

<https://ir.curaleaf.com/2024-08-09-Curaleaf-Celebrates-New-Dispensary-Opening-in-Pensacola,-Florida>