

Catch The High Tide: Curaleaf Launches 'Reef' Flower Brand in Florida

Curaleaf's newest flower brand is inspired by the colorful, prismatic look of the cannabis plant and the relaxed vibes of Florida's sun-soaked coastline

STAMFORD, Conn., Feb. 3, 2025 /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 expanded its industry-leading product portfolio to include Reef, a vibrant new flower brand rooted in nature and inspired by the interconnected nature of Florida's coastline and coastal reefs. Available now at Curaleaf's 66 medical dispensaries in Florida, and via select wholesale partners, Reef carries a refreshing wave of tropical flavor profiles and relaxation to registered medical patients.

Reef is an approachable, high-quality flower brand that allows patients to spark up, and immerse themselves in the sun-soaked vibrancy of the Florida coastline. Available in Sativa, Indica, and Hybrid strains, Reef boasts a curated collection of citrus, fruity, tropical, and sweet flavors. Offering strains like Big Lime Key, Lemon Slush, Apple Bottom Genes, and Orange Peelz, Reef transports patients to a tropical state of mind with every puff.

"Today we are introducing a uniquely Florida flower brand, launching exclusively in a state that continues to be a significant priority for all of us at Curaleaf," said Boris Jordan, Chairman and CEO of Curaleaf. "No matter your strain preference, the approachable design, delicious flavor profiles, and consistent quality will bring a fresh perspective to our cannabis community in the Sunshine State. Reef offers something for anyone seeking high-end, high-quality flower options. There is no better way to ignite the new year than to introduce Reef to our valued medical patients in Florida."

Reef is the Company's latest addition to the nation's most successful medical-only market, Florida. Curaleaf currently operates 66 dispensaries statewide, in addition to offering high-quality products, providing best-in-class service, and supporting local communities. In the second half of 2024, the Company opened three new retail locations in the Sunshine State, with a focus on improving access to regulated medical cannabis to Floridians. Reef truly enhances and celebrates all that Florida has to offer.

For more information about Reef, 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 and Zero Proof 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 launch of Reef 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.

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