

## Curaleaf Launches Anthem, a Classic Pre-Roll Brand Celebrating American Grown Cannabis

*Americana inspired pre-rolls with a classic, nostalgic feel launching in New York, New Jersey, Illinois, Arizona, Massachusetts and Florida*

STAMFORD, Conn., April 14, 2025 /PRNewswire/ -- [Curaleaf Holdings, Inc.](#) (TSX: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading international provider of consumer cannabis products, today announced the latest addition to its brand portfolio, [Anthem](#), a classic pre-roll brand, inspired by brands of the past and rooted in American innovation. Anthem's signature 10-pack of 0.35g pre-rolls is now available in New York, Illinois, Massachusetts, and New Jersey. In April, the signature 10-pack will also be in stores across Arizona, and Florida, including the launch of a 5-pack of 0.35g pre-rolls in Florida. Additional expansions to the product lineup are expected this Summer.

More than a joint, Anthems pre-rolls look different, feel different, and hit different. They're uniquely designed with a cylindrical style and a flip-top box that grabs attention and delivers a smooth and consistent experience, and an even burn. This attention to detail is matched with a high-quality blend of locally-grown cannabis strains curated for their consistent sativa, indica, or hybrid effects and everyday use. They're American grown and made the way things used to be made, in state-of-the-art facilities by true cannabis craftspeople who take pride in what they grow. With curated blends and a classic-meets-modern shape, Anthem is truly a brand for all, including both adult-use and medical patients, daily smokers, social smokers, or flower-first cannabis fans. It's not a joint, it's an Anthem.

"Cannabis is America's crop. From seed to sale, nearly every aspect of growing, processing, and manufacturing our state legal cannabis products is uniquely crafted by people and materials right here in the United States. And it's sold right back into the state it was grown in, with job opportunities and tax contributions directly impacting local communities," said Boris Jordan, Chairman and CEO of Curaleaf. "Anthem pre-rolls offer the ideal mix of vintage Americana and contemporary taste for the modern cannabis consumer. From high-quality curated flower blends to impeccable, discreet packaging design, no detail has been overlooked. Anthem makes a statement that America's cannabis industry is forging ahead and continuing to innovate, despite regulatory hurdles that must change to allow this highly regulated market to truly thrive."

The very fabric of the state-regulated U.S. cannabis industry is made up of American-founded-and-operated businesses, employing hundreds of thousands of Americans, including tens of thousands of farmers. The [2024 Vangst Jobs Report](#) calculates 440,445 full-time equivalent jobs supported by legal cannabis as of early 2024. The industry already has the support of most Americans, with an overwhelming share of U.S. adults (88%) stating that marijuana should be legal for medical or adult use. Despite this, outdated financial regulations and federal restrictions continue to hinder the industry's growth. By eliminating barriers like 280E and access to banking, the U.S. can fully embrace the economic and employment potential of cannabis while ensuring a flourishing, more equitable marketplace.

Anthem is the latest addition to Curaleaf's growing portfolio of industry-leading brands, including Select, Grassroots, Reef, Find, Zero Proof and The Hemp Company.

For more information on Curaleaf's family of brands, locations, patient resources, and products, please visit <https://curaleaf.com>.

To learn more about Anthem, and find locations to purchase products in New York, New Jersey, Arizona, Illinois, Massachusetts, and Florida, please visit <https://anthemcannabisusa.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, Grassroots, Find, Anthem and The Hemp Company provide industry-leading service, product selection and accessibility across the medical and adult use markets. Curaleaf International is powered by a strong presence in all stages of the supply chain. Its unique distribution network throughout Europe, Canada and Australasia brings 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 Anthem. 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 3, 2025, 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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