

Curaleaf Expands Anthem Brand Portfolio with Launch of Anthem Bold Infused Pre-Rolls, Celebrating American-Grown Cannabis

New infused line extension pairs bold flavor with American tradition, now available at Curaleaf stores in Arizona, Illinois, New Jersey, and New York

STAMFORD, Conn., Sept. 29, 2025 /PRNewswire/ -- [Curaleaf Holdings, Inc.](#) (TSX: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading international provider of consumer cannabis products, today announced the launch of Anthem Bold, a new infused pre-roll line that expands the Company's growing Anthem brand portfolio. Anthem Bold is now available exclusively at Curaleaf dispensaries in Arizona, Illinois, New Jersey and New York, with a wholesale launch to follow.

Building on Anthem's initial launch in Arizona, Florida, Illinois, Massachusetts, New York and New Jersey, Anthem Bold is Curaleaf's newest premium pre-roll offering, taking the industry's fastest-growing category to the next level. Known as an all-American pre-roll brand, Anthem's premier product [Anthem Classic](#) launched in April, offering a quality experience for the everyday consumer. Crafted with care, the new Anthem Bold delivers premium, high-potency flower for consumers looking to elevate any evening. Anthem Bold infuses Anthem premium flower with THCA diamonds and strain-specific terpenes for enhanced flavor and a purely potent boost, averaging around 40% THC.

"The legal cannabis industry is a distinctly American market, shaped by cultivators, entrepreneurs, and innovators who possess a shared interest in expressing their personal freedoms through cannabis," said Boris Jordan, Chairman and CEO of Curaleaf. "Anthem is our way of honoring that legacy. With Anthem Bold, we've brought together craftsmanship, potency, and design to create a product that feels both nostalgic and timeless. Given our unique market position as a first-party producer and cultivator led by an expert team, the response to Anthem Classic flower has been outstanding. With the infusion of THCA, Anthem Bold delivers a new level of potency and flavor unlike anything Curaleaf has offered before. We're excited to grow the Anthem brand, and we're highly confident in the pre-roll category, as it's the fastest-growing segment in cannabis."

With Anthem Bold, customers and patients can choose from two bold flavor and product format experiences, in half gram 5-packs and one-gram single pre-rolls, with either a sweet wood tip or glass tip:

- **Flavor-forward strain experience, enhanced with a sweet wood tip** – Nostalgic sweet wood tips pair with punchy, fruit-forward strains to enhance flavor, rolling out with Blue Raspberry Kush (Indica), Pineapple Haze (Sativa), and Watermelon Z (Hybrid).
- **Cannabis-forward, loud & iconic signature strain experience, enhanced with a glass tip** – Anthem Bold's glass tip option offers loud and iconic signature strains, for those who want the full expression of legendary genetics including Blue Dream (Hybrid), King Louis XIII (Indica), and Acapulco Gold (Sativa).

The brand's cylindrical design, inspired by American tradition, features natural hemp paper for a smooth, even burn, every time. Anthem is committed to serving both adult-use and medical patients, offering a premium experience that delivers consistency, smoothness, and uncompromising quality. According to BDSA, pre-rolls are the fastest-growing category in the cannabis space, and now infused pre-roll sales account for 45% of the overall pre-roll category, and as high as 70% in some markets. Anthem Bold marks a significant step in establishing Anthem as a true national brand synonymous with quality, consistency, and American innovation.

Together, Anthem Classic and Anthem Bold offer consumers a full spectrum of pre-roll options under a single, national brand, nodding to classic Americana while excelling within today's competitive pre-roll category. Both Anthem Classic and Anthem Bold will be available at select Curaleaf dispensaries across Arizona, Illinois, New Jersey, and New York, with continued expansion into additional retail anticipated in the coming months. In addition to those states, Anthem Classic is also available to customers and patients in Massachusetts, and Florida.

For more information on Curaleaf's family of brands, retail locations, 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 Bold. 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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