

Fiore Cannabis Announces Search for New CFO

FIOR News Release
December 24, 2021

Kelowna, British Columbia and Las Vegas, Nevada — Fiore Cannabis (CSE:FIOR) (OTCQB:FIORF) (“Fiore” or the “Company”), a licensed multi-state cannabis cultivator, producer and retailer, today announced that Kevin Cornish, the Company’s Chief Financial Officer, has made the decision to resign effective immediately.

Erik Anderson, Fiore’s President and CEO, will assume the role of interim CFO while the Company conducts a search for a replacement.

The Company expects no interruption in its business operations from the decision. Cornish will work with Fiore in an advisory capacity until January 21, 2022 for the transition. Eva Choi, Fiore’s Director of Finance, manages a strong finance team and will also assist in ensuring a smooth transition to the new CFO.

“Kevin played a key role in transforming Fiore Cannabis into an industry leader in the Nevada and California cannabis markets. On behalf of our management team and Board of Directors, I want to thank Kevin for his contributions and commitment to the Company over the past two years,” said Erik Anderson, President and CEO of Fiore Cannabis.

About Fiore Cannabis

Fiore Cannabis Ltd. (CSE:FIOR) (OTCQB:FIORF) is a publicly traded company that has been investing in the development of recreational and medical cannabis products since 2014. The Company has expanded its operations to include cultivation, production and retail offerings in the key North American legal jurisdictions of Nevada and California. Fiore’s portfolio of brands caters to diverse consumer and patient experiences, with brands and products that address recreational, medical, wellness as well as new consumer experience preferences. Current brands include Fiore Cannabis, Diamante Labs, Surfer and The Weekender. The Company operates retail cannabis outlets through its Green Leaf Wellness brand. For more information, please visit www.fiorecannabis.com.

For Further Information

Erik Anderson, President and CEO
1-877-438-5448 Ext. 713
eanderson@fiorecannabis.com

Cannabis Industry Involvement

The Company owns marijuana licenses in Nevada and California. Marijuana is legal in each state; however, marijuana remains illegal under United States federal law and the approach to enforcement of U.S. federal law against marijuana is subject to change. Shareholders and investors need to be aware that federal enforcement actions could adversely affect their investments and that the Company's ability to support continuing U.S.-based operations and its access private and public capital could be materially adversely affected.