



4Front Introduces Initial Brightleaf (formerly Cannex) Brands to Massachusetts

The introduction of Marmas and Pebbles branded edibles to the Massachusetts market marks the initial implementation of Cannex's operational capabilities in a new market (outside Washington State)

Adult-use approval at two Massachusetts facilities anticipated imminently

VANCOUVER, B.C., and PHOENIX, Ariz., October 21, 2019 – 4Front Ventures Corp. (CSE: FFNT) (OTCQX: FFNTF) ("**4Front**" or the "**Company**") announces that, following the closing of its merger with Cannex on July 31, the company has moved quickly to take Cannex's battle-tested operating capabilities, now part of 4Front's production and manufacturing division Brightleaf, and apply them to the Massachusetts market.

"To say I am proud of my team is an understatement," said Leo Gontmakher, 4Front COO. "Taking advantage of our pre-merger planning work, we formally took over 4Front's production and processing operations in August. By late September, we had introduced Marmas and Pebbles, two of our most successful edibles brands, to the Massachusetts' medical cannabis market. Most importantly to me, we successfully replicated the low-cost production methods we developed in Washington.

"In addition, we started the first fully supervised harvest based on our improvements to our Worcester, Mass., facility—the processes and genetics are proving to be robust for yield and the initial quality looks great. There is much more work to do, but to see the team coming together and the tangible operational progress gives me confidence in our capabilities to execute on our plans to bring our efficient production of consistent, quality products to new markets."

"We are executing against a simple strategy: bringing highly efficient and battle-tested operating capabilities to nascent markets," said Josh Rosen, CEO of 4Front. "In this case, Leo and team were able to quickly implement these capabilities in a new market to achieve stellar initial results."

Regarding adult-use approval for its facilities in Massachusetts, Rosen said, "We are appreciatively entering what appear to be the 'final final' stages of obtaining adult-use permission in our Massachusetts facilities in Georgetown and Worcester. If matters proceed as anticipated, we will be selling into the adult-use market in a matter of weeks, not months."

About 4Front Ventures Corp.

4Front is a cannabis company designed for long-term success and built upon battle-tested operating capabilities at scale, experienced and committed leadership, a strategic asset base, and a commitment to being a magnet for talent. From plant genetics to the cannabis retail experience, 4Front's team

applies expertise across the value chain. 4Front has invested heavily to assemble a comprehensive collection of management skills and hands-on operating expertise to capitalize on the unique growth opportunity being afforded by the increased legalization of cannabis. For more information, [visit 4Front's website](#).

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