

For Immediate Release:

Harvest Health & Recreation Inc. Announces the Appointment of Chief Marketing Officer

Kevin George Brings Decades of Fortune 500 Multinational Consumer Packaged Goods Marketing Experience, Including Beam Suntory and Unilever

January 14, 2019 -- PHOENIX -- [Harvest Health & Recreation Inc. \(CSE: HARV\)](#), a vertically integrated public cannabis company with one of the largest footprints in the U.S., announced the appointment of Kevin George as Chief Marketing Officer (CMO), effective immediately. George, the former President and CMO of [Mosaic](#), one of the largest marketing agencies in the U.S., former global CMO at Beam Suntory, and former Unilever Vice President and General Manager, will be a key member of the executive team.

“We are building the strongest team in cannabis to support the continued development of Harvest’s market leading position, and Kevin’s proven success in growing household name consumer brands across multiple categories and running large P/L’s will help us further define and differentiate in ultra-competitive markets across the country,” said Harvest CEO Steve White.

George joins Harvest with over two decades of top-level global marketing experience. Most recently, George served as President and CMO of Mosaic, a large marketing services agency, where he was responsible for the P&L, strategy, and client development across a team of 1,400 employees.

“I’m proud to be joining a company that is dedicated to cultivating some of the best brands in this new industry,” said Harvest CMO Kevin George. “Harvest’s unmatched team will lead and further shape the cannabis industry at a critical moment of growth, which requires a thoughtful vision for building powerful consumer brands. I can’t imagine a more exciting place to be right now if you are a marketer, and I’m thrilled to help grow Harvest into the largest cannabis company in the world.”

Prior to Mosaic, George served for six years as global CMO at [Beam Suntory](#), the third largest spirits company in the world and the second largest in the United States. During his tenure, Beam became the fastest growing spirits company in the world behind brands like Jim Beam, Maker’s Mark and Knob Creek. George oversaw brand investment of over \$650 million, and led the development of the company’s first global campaign for Jim Beam featuring Mila Kunis. Additionally, Beam Suntory was named one of Ad Age’s top 10 marketers in U.S. and one of the world’s most innovative companies by Forbes. George was also part of the executive leadership team that successfully took Beam public in 2011 and subsequently sold to Suntory Holdings in 2014.

Previously, he served as [Unilever](#) Vice President/GM of Deodorants and Hair Care in the U.S. There, he led a team of 200, which grew the deodorant business to market leadership and established it as the fastest growing Unilever business in the U.S. George was also key member of the marketing leadership team that launched the highly successful male grooming brand Axe into the U.S. Market in 2002.

About Harvest Health & Recreation, Inc.:

Harvest Health & Recreation Inc. is one of the first consistently profitable, vertically integrated cannabis companies with one of the largest footprints in the U.S. Harvest's complete vertical solution includes industry-leading cultivation, manufacturing, and retail facilities, construction, real estate, technology, operational, and brand building expertise — leveraging in-house legal, HR and marketing teams, along with proven experts in writing and winning state-based applications. The company has more than 525 employees with proven experience, expertise and knowledge of in-house best practices that are drawn upon whenever Harvest enters new markets. Harvest's executive team is comprised of leaders in finance, compliance, real estate and operations. Since its founding in 2011, Harvest has grown its footprint every year and now has more than 60 licenses in 12 states, with planned expansion into additional states by 2020. Harvest shares timely updates and releases as part of its regular course of business with the media and the interested public. Harvest trades publicly on the Canadian Stock Exchange (CSE) under the ticker: "HARV." For more information, visit: <https://www.harvestinc.com/>.

Forward-looking Statements

This press release contains statements which constitute "forward-looking information" within the meaning of applicable securities laws, including statements regarding the plans, intentions, beliefs and current expectations of Harvest with respect to future business activities. Forward-looking information is often identified by the words "may," "would," "could," "should," "will," "intend," "plan," "anticipate," "believe," "estimate," "expect" or similar expressions and include information regarding: (i) expectations regarding the size of the U.S. cannabis market, (ii) the ability of the Company to successfully achieve its business objectives, (iii) plans for expansion of Harvest, and (iv) expectations for other economic, business, and/or competitive factors.

Investors are cautioned that forward-looking information is not based on historical facts but instead reflects Harvest management's expectations, estimates or projections concerning future results or events based on the opinions, assumptions and estimates of management considered reasonable at the date the statements are made. Although Harvest believes that the expectations reflected in such forward-looking information are reasonable, such information involves risks and uncertainties, and undue reliance should not be placed on such information, as unknown or unpredictable factors could have material adverse effects on future results, performance or achievements of the combined Company. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information are the following: the potential impact of an announcement of a going public transaction on relationships, including with regulatory bodies, employees, suppliers, customers and competitors; changes in general economic, business and political conditions, including changes in the financial markets; and in particular in the ability of the Company to raise debt and equity capital in the amounts and at the costs that it expects; adverse changes in the public perception of cannabis; decreases in the prevailing prices for cannabis and cannabis products in the markets that the Company operates in; adverse changes in applicable laws; or adverse changes in the application or enforcement of current laws, including those related to taxation; the inability to locate and acquire suitable companies, properties and assets necessary to execute on the Company's business plans; and increasing costs of compliance with extensive government regulation. This forward-looking information may be affected by risks and uncertainties in the business of Harvest and market conditions.

Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking information prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected. Although Harvest has attempted to identify important risks, uncertainties and factors which could cause actual results to differ materially, there may be others that cause results not to be as anticipated, estimated or intended. Harvest does not intend, and does not assume any obligation, to update this forward-looking information except as otherwise required by applicable law.

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