

**U.S. Cannabis Council Appoints Flower One’s CEO and President, Kellen O’Keefe, to its Board of Directors**

*Mr. O’Keefe will serve on the Board of Directors for USCC, a leading organization seeking to end federal prohibition while building a values-driven industry*

Las Vegas, Nevada – November 17, 2021 - Flower One Holdings Inc. (“Flower One” or the “Company”) (CSE: FONE) (OTCQX: FLOOF) (FSE: F11), the leading cannabis cultivator and producer in Nevada, is pleased to announce that its President and CEO, Kellen O’Keefe, has been appointed to U.S. Cannabis Council’s (“USCC”) Board of Directors.

USCC is a nonprofit organization whose mission is to build a future of legal access to cannabis delivered through an equitable and values-driven industry, by advancing cannabis legalization at the federal and state level and promoting restorative justice for communities harmed by cannabis prohibition. USCC aims to raise ethical standards within the industry; achieve restorative justice for communities that have been disproportionately impacted by misguided state and federal cannabis policies; and create a healthy, inclusive, and well-regulated cannabis industry with social, financial, and environmental benefits shared by all.

“I am honored to be appointed to USCC’s board and to help fulfill their mission in the cannabis industry on a state, and ultimately federal level,” said Kellen O’Keefe, Flower One’s President and CEO. “USCC’s ongoing efforts to end federal prohibition and create a more ethical industry are commendable and aligned with our vision for the future of cannabis.”

"We are thrilled to welcome Kellen O'Keefe to our board of directors," said Steven Hawkins, CEO of US Cannabis Council. "Flower One is joining with other cannabis industry leaders on our board of directors and will be well-positioned to advocate for meaningful reform. We look forward to working closely with Kellen O'Keefe to bring an end to cannabis prohibition."

**About Flower One Holdings Inc.**

Flower One is the largest cannabis cultivator, producer, and full-service brand fulfillment partner in the state of Nevada. By combining more than 20 years of greenhouse operational excellence with best-in-class cannabis operators, Flower One offers consistent, reliable, and scalable fulfillment to a growing number of industry-leading cannabis brands (Cookies, Kiva, Old Pal, Heavy Hitters, Lift Ticket’s, The Clear, HUXTON, and Flower One’s leading in-house brand, NLVO, and more). Flower One currently produces a wide range of products from flower, full-spectrum oils, and distillates to finished consumer packaged goods, including a variety of: pre-rolls, concentrates, edibles, topicals, and more for top-performing brands in cannabis. Flower One’s Nevada footprint includes the Company’s flagship facility, a 400,000 square-foot high-tech greenhouse and 55,000 square-foot production facility, as well as a second site with a 25,000 square-foot indoor cultivation facility and commercial kitchen. Flower One has built an industry-leading team focused on becoming the first high-quality, low-cost brand fulfillment partner.

The Company’s common shares are traded on the Canadian Securities Exchange under the Company’s symbol “FONE”, in the United States on the OTCQX Best Market under the symbol “FLOOF” and on the Frankfurt Stock Exchange under the symbol “F11”. For more information, visit: [https://flowerone.com](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%25252525252525252525252525252525252525253A%25252525252525252525252525252525252525252F%25252525252525252525252525252525252525252Fflowerone.com&esheet=52370977&newsitemid=20210201005299&lan=en-US&anchor=https%25252525252525252525252525252525252525253A%25252525252525252525252525252525252525252F%25252525252525252525252525252525252525252Fflowerone.com&index=2&md5=cb01c0d77340eb766af0d4d3b4a26cb8).

**About United States Cannabis Council**
The US Cannabis Council is a 501(c)4 nonprofit organization. USCC members seek to harness their collective expertise in order to advance social equity, end the federal prohibition of cannabis, modernize federal and state regulations and promote high ethical standards within the industry. For more information, please visit [www.uscannabiscouncil.org](https://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.uscannabiscouncil.org&esheet=52375065&newsitemid=20210208005220&lan=en-US&anchor=www.uscannabiscouncil.org&index=1&md5=7a139359c5c9d443ec1177bbd59f5556).

**Cautionary Note Regarding Forward-Looking Information**

Statements in this press release that are not statements of historical or current fact constitute “forward-looking information” within the meaning of Canadian securities laws and “forward-looking statements” within the meaning of United States securities laws (collectively, “forward-looking statements”). Such forward-looking statements involve known and unknown risks, uncertainties, and other unknown factors that could cause the actual results of the Company to be materially different from historical results or from any future actual results expressed or implied by such forward-looking statements. In addition to statements which explicitly describe such risks and uncertainties, readers are urged to consider statements labeled with the terms “believes,” “belief,” “expects,” “intends,” “anticipates,” “potential,” “should,” “may,” “will,” “plans,” “continue” or other similar expressions to be uncertain and forward-looking.

Forward-looking statements may include, without limitation, the Company’s ability to help fulfill USCC’s missions within the cannabis industry on either a state or federal level; the Company’s ability to successfully advocate for meaningful reform to cannabis-related legislation or for an end to the prohibition of cannabis in the U.S.; statements relating to the Company’s position as a leader in the Nevada cannabis market and anticipated sales and record revenue; the Company’s leadership as a cannabis cultivator, producer, innovator and full-service brand fulfillment partner; and the production of a wide range of products for the nation’s top-performing brands.

The forward-looking statements contained in this press release are expressly qualified in their entirety by this cautionary statement, the “Cautionary Statement regarding Forward-Looking Information” section contained the Company’s management’s discussion and analysis for the three and six months ended June 30, 2021 (the “MD&A”). All forward-looking statements in this press release are made as of the date of this press release. The forward-looking statements contained herein are also subject generally to assumptions and risks and uncertainties that are described from time to time in the Company’s public securities filings with the Canadian securities commissions, including the Company’s MD&A. Although Flower One has attempted to identify important factors that could cause actual results, performance or achievements to differ materially from those contained in the forward-looking statements, there can be other factors that cause results, performance or achievements not to be as anticipated, estimated or intended.

Although the Company believes that any forward-looking information and statements herein are

reasonable, in light of the use of assumptions and the significant risks and uncertainties inherent

in such information and statements, there can be no assurance that any such forward-looking information and statements will prove to be accurate, and accordingly readers are advised to rely on their own evaluation of such risks and uncertainties and should not place undue reliance upon such forward-looking information and statements. Accordingly, readers should not place undue reliance on forward-looking statements. The forward-looking statements in this press release are made as of the date of this release. Flower One disclaims and does not undertake any intention or obligation to update or revise any such forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law.

NEITHER THE CANADIAN SECURITIES EXCHANGE NOR THEIR REGULATIONS SERVICES PROVIDER HAVE REVIEWED OR ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.

**Contacts:**

Flower One Investor Relations

ir@flowerone.com

Kellen O’Keefe, President & CEO

702.660.7775

Flower One Media

media@flowerone.com