

CURALEAF CONTINUES FLORIDA EXPANSION, OPENING TWO NEW DISPENSARIES IN PENSACOLA AND PANAMA CITY

The Florida Panhandle Dispensary Openings Will Mark Curaleaf's 32nd and 33rd Locations in the State

WAKEFIELD, Mass., Oct. 14, 2020 /PRNewswire/ -- [Curaleaf Holdings, Inc.](#) (CSE: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading vertically integrated multi-state cannabis operator in the United States, today announced the opening of two new dispensaries in the Florida Panhandle region. Curaleaf Pensacola will open on Thursday, October 15th, and Curaleaf Panama City will open on Friday, October 16th.

With the addition of Curaleaf Pensacola, located at 5090 N. 9th Ave., and Curaleaf Panama City, located at 749 W. 23rd St., the Company is positioned to provide patients and caregivers residing throughout the Florida Panhandle area local access to high-quality medical cannabis products.

"We are delighted to offer increased access to premium cannabis products for our growing base of patients who live along the Florida Panhandle coastline," said Joe Bayern, President at Curaleaf. "The Curaleaf Florida team aims not only to be a critical resource for patient care, but also to contribute to the communities we serve, making actionable differences a priority."

News of Curaleaf's latest dispensary openings comes as the Company prepares to begin harvesting flower from its new, state-of-the-art indoor cultivation center. The flower will be available at dispensaries statewide in November. The new dispensaries will also offer Nano Drops, which recently launched exclusively to the Florida market, and additional innovative products, including Live Blends cartridges, debuting over the next month.

Patients who visit the Pensacola and Panama City dispensaries can expect to find the same level of compassionate guidance, education, and a variety of high-quality cannabis products that they find at other Curaleaf locations throughout the state. With these openings, Curaleaf will operate 33 dispensaries in Florida, its largest market in the U.S., and 95 dispensaries nationwide.

Curaleaf is dedicated to serving over 420,000 registered medical patients in Florida, one of the country's fastest growing medical markets. In the past year, Curaleaf has debuted a wide selection of cannabis products for patients to choose from, including Select Elite Live cartridges, Sublingual Tablets, and NANO Drops. To see Curaleaf's dispensary locations in Florida, along with hours of operation and contact information, please visit www.curaleaf.com/locations/#florida.

About Curaleaf Holdings, Inc.

Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf") is a leading vertically integrated U.S. multi-state cannabis operator with a mission to improve lives by providing clarity around cannabis and confidence around consumption. As a high-growth cannabis company known for quality, expertise and reliability, the company and its brands, including Curaleaf and Select, provide industry-leading service, product selection and accessibility across the medical and adult-use markets. Curaleaf currently operates in 23 states with 95 dispensaries, 22 cultivation sites and over 30 processing sites, and employs over 3,000 people across the United States. Curaleaf is listed on the Canadian Securities Exchange under the symbol CURA and trades on the OTCQX market under the symbol CURLF. For more information please visit www.curaleaf.com.

INVESTOR CONTACT

Curaleaf Holdings, Inc.

Dan Foley, VP, Finance and Investor Relations

IR@curaleaf.com

MEDIA CONTACT

Curaleaf Holdings, Inc.

Tracy Brady, VP Corporate Communications

media@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 retail expansion of Curaleaf in Florida. 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 risks and uncertainties is contained under "Risk Factors and Uncertainties" in the Company's latest annual information form filed September 23, 2019, which is available under the Company's SEDAR profile at 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 Canadian Securities Exchange has not reviewed, approved or disapproved the content of this news release.

SOURCE Curaleaf Holdings, Inc.

<https://ir.curaleaf.com/2020-10-14-Curaleaf-Continues-Florida-Expansion-Opening-Two-New-Dispensaries-in-Pensacola-and-Panama-City>