



Green Thumb Industries (GTI) Announces Successful Launch of Adult-Use Cannabis Sales in Illinois and Opening of Rise Joliet on January 1

Rise Joliet Brings GTI's Total Open Stores to 40 Nationwide

Rise Joliet Is First Adult-Use Only Store in the State

GTI Stores in Illinois Served Thousands of Customers on First Day of Adult-Use Sales

Long Lines and Celebratory Atmosphere Seen at Stores Across the State

CHICAGO and VANCOUVER, BRITISH COLUMBIA (January 2, 2020) – Green Thumb Industries Inc. (GTI) (CSE: GTII) (OTCQX: GTBIF), a leading national cannabis consumer packaged goods company and owner of Rise™ and Essence retail stores, today announced that it opened its 40th store, Rise Joliet, the first adult-use only store in Illinois.

“January 1 was a historic day in Illinois as adult-use cannabis sales launched in Illinois, and we’re honored that Rise Joliet is part of that history,” said GTI Founder and Chief Executive Officer Ben Kovler. “Our stores that sell to all adults 21+ – Rise Mundelein, Rise Canton, Rise Joliet and 3C Joliet – have served thousands of people so far and the energy and enthusiasm from new customers has been overwhelming.”

GTI has six open stores in the state including The Clinic Effingham and 3C Naperville, which will currently only offer sales to customers with a valid Illinois medical marijuana card. The Clinic Effingham is expected to begin adult-use sales later in January pending a special use permit hearing. Naperville will hold a non-binding voter referendum on adult-use sales in March, and until then the store will only be open to registered medical patients. Rise Quincy will be an adult-use store and is expected to open within several days pending final actions by the state.

“We thank everyone who celebrated this milestone with us,” said Kovler. “2020 is going to be another big year and we look forward to serving guests at our stores and enabling well-being through cannabis with our branded products such as Dogwalkers, incredibles, Rythm and The Feel Collection available at stores throughout the state.”

Rise Joliet is located at 2903 Colorado Avenue in Joliet. Current hours are 6:00 am to 10:00 pm. Beginning Monday, January 6, hours are daily from 8:00 am to 8:00 pm.

About Green Thumb Industries:

Green Thumb Industries (GTI), a national cannabis consumer packaged goods company and retailer, is dedicated to providing dignified access to cannabis while giving back to the communities in which they serve. GTI manufactures and distributes a portfolio of branded cannabis products including Beboe, Dogwalkers, Dr. Solomon's, incredibles, Rythm and The Feel Collection. The company also owns and operates rapidly growing national retail cannabis stores called Rise™ and Essence. Headquartered in Chicago, Illinois, GTI has 13 manufacturing facilities, licenses for 96 retail locations and operations across 12 U.S. markets. Established in 2014, GTI employs approximately 1,400 people and serves thousands of patients and customers each year. GTI was named a Best Workplace 2018 by Crain's Chicago Business and MG Retailer magazine in 2018 and 2019. More information is available at GTIgrows.com.

Cautionary Note Regarding Forward-Looking Information

This press release contains statements which may constitute "forward-looking information" within the meaning of applicable securities laws, including statements regarding the plans, intentions, beliefs and current expectations of GTI 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 the future direction and business objectives of GTI. The forward-looking information in this news release is based upon the expectations, estimates, projections, assumptions and views of future events which management believes to be reasonable in the circumstances and expectations relating to general economic and market conditions. Any forward-looking information speaks only as of the date on which it is made, and, except as required by law, GTI does not undertake any obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise. The forward-looking information in this news release is subject to a variety of known and unknown risks, uncertainties and other factors that could cause actual events or results to differ from those express or implied. When considering these forward-looking statements, readers should keep in mind the risk factors and other cautionary statements in GTI's public filings with the applicable securities regulatory authorities on SEDAR at www.sedar.com, including the risk factors set out in GTI's annual information form dated July 10, 2018.

The Canadian Securities Exchange does not accept responsibility for the adequacy or accuracy of this release.

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Source: Green Thumb Industries

