



NEWS RELEASE

Verano Launches Second Annual Breast Cancer Awareness Month Donation Effort Benefitting the Lynn Sage Breast Cancer Foundation

9/30/2022

Dispensary-led punch card campaign will span six markets throughout October for Breast Cancer Awareness Month

CHICAGO, Sept. 30, 2022 (GLOBE NEWSWIRE) -- Verano Holdings Corp. (CSE: VRNO) (OTCQX: VRNOF) ("Verano" or the "Company"), a leading multi-state cannabis company, today announced the launch of the Company's second annual campaign supporting the Lynn Sage Breast Cancer Foundation for Breast Cancer Awareness Month. Starting October 1, Verano will begin a fundraising campaign across the Company's flagship retail brands, Zen Leaf and MÜV dispensaries, located in Connecticut, Illinois, Florida, Maryland, Michigan and New Jersey. The campaign will continue through the end of October.

As part of the dispensary-led punch card campaign, cannabis customers will have the opportunity to both enjoy their favorite medical and adult-use cannabis products and support the fundraising campaign. The Company will facilitate a donation to Lynn Sage Breast Cancer Foundation upon each customer's punch card being completed, and customers will receive exclusive rewards with each purchase.

“We are thrilled to once again partner with Verano during October and Breast Cancer Awareness Month,” said Meredith Soren Freese, Chair of Lynn Sage Breast Cancer Foundation. “We are lucky to call Verano a partner and friend as we work together as part of our Purchase 4 Pink campaign to advance research and education because hours in the lab and the brightest minds mean longer, healthier lives.”

“We are proud to partner with Lynn Sage Breast Cancer Foundation for the second year in a row and continue highlighting their important work in research, education and prevention,” said George Archos, Verano Founder and Chief Executive Officer. “Our team members, patients and customers were proud to unite in support of a successful campaign in 2021, and look forward to joining together once again to advance the fight against breast cancer throughout October.”

Verano’s partnership with Lynn Sage Breast Cancer Foundation began in October 2021 with the inaugural launch of its dispensary punch card program in support of Breast Cancer Awareness Month. The results exceeded expectations, with 7,000 dispensary visitors participating. To learn more about the Lynn Sage Breast Cancer Foundation, visit www.lynnsage.org.

About Verano

Verano is a leading, vertically integrated, multi-state cannabis operator in the U.S., devoted to the ongoing improvement of communal wellness by providing responsible access to regulated cannabis products. With a mission to address vital health and wellness needs, Verano produces a comprehensive suite of premium, innovative cannabis products sold under its trusted portfolio of consumer brands, including Verano™, Avexia™, Encore™, Savvy™ and MÜV™. Verano’s portfolio encompasses 14 U.S. states, with active operations in 13, including 14 production facilities comprising over 1,000,000 square feet of cultivation capacity. Verano designs, builds, and operates dispensaries under retail brands including Zen Leaf™ and MÜV™, delivering a superior cannabis shopping experience in both medical and adult-use markets. Learn more at www.verano.com.

About Lynn Sage Breast Cancer Foundation

The Lynn Sage Breast Cancer Foundation’s mission is to raise funds for research and education to prevent breast cancer and improve outcomes for individuals with breast cancer. Investments are directed locally within the Chicago area but drive impact globally. The Lynn Sage Breast Cancer Foundation is one of the nation’s leading breast cancer research and education charities. Since 1985, this organization has raised over \$40 million for breast cancer research & education advancements. Since the beginning, when Lynn’s dear friends and family established a foundation with a vow to cure this devastating disease, until now, they are dedicated to ending breast cancer.

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Forward Looking Statements

This press release may contain “forward-looking statements” within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company’s beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company’s control. Generally, such forward-looking statements can be identified by the use of forward-looking terminology such as “plans”, “expects” or “does not expect”, “is expected”, “budget”, “future”, “scheduled”, “estimates”, “forecasts”, “projects” “intends”, “anticipates” or “does not anticipate”, or “believes”, or variations of such words and phrases or may contain statements that certain actions, events or results “may”, “could”, “would”, “might” or “will be taken”, “will continue”, “will occur” or “will be achieved”. Forward-looking statements involve and are subject to assumptions and known and unknown risks, uncertainties, and other factors which may cause actual events, results, performance, or achievements of the Company to be materially different from future events, results, performance, and achievements expressed or implied by forward-looking statements herein, including, without limitation, the risk factors described in the Company’s registration statement on Form 10, as amended, and quarterly reports on Form 10-Q filed with the U.S. Securities and Exchange Commission at **www.sec.gov**. The forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information or forward-looking statements that are contained or referenced herein, except as may be required in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf is expressly qualified in its entirety by this notice regarding forward-looking information and statements.

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Source: Verano Holdings Corp.

