

Curaleaf Appoints Talley Wettlaufer Senior Vice President of Retail

WAKEFIELD, Mass., Sept. 17, 2020 /CNW/ -- **Curaleaf Holdings, Inc.** (CSE: CURA / OTCQX: CURLF), a leading vertically integrated multi-state cannabis operator in the United States, today announced Talley Wettlaufer has been appointed to the role of Senior Vice President, Retail for Curaleaf effective immediately, succeeding Chris Melillo, who has left the company.

"As Curaleaf continues on its growth trajectory, we are extremely pleased to appoint Talley to lead our retail customer experience and position our brands for future success. With an impressive track record for building high performing retail operations at Grassroots Cannabis, Talley brings seasoned industry leadership as well a deep expertise driving growth and perfecting the customer experience at some of the most well-known consumer retail brands. On behalf of the entire Curaleaf team I'd like to congratulate Talley on her new role," said Joe Bayern, President of Curaleaf. "I'd also like to take a moment to thank Chris for his contributions to expanding the Curaleaf retail team over the years and most recently helping adapt our retail customer experience to rise to the challenges presented by COVID-19."

Talley Wettlaufer brings over two decades of expertise in global merchandising, retail expansion, and profit and loss management. She has a proven track record of driving growth and elevating the retail customer experience for leading brands including Grassroots Cannabis, J. Crew, Abercrombie & Fitch, and Petco. Most recently, as Head of Retail at Grassroots Cannabis, Wettlaufer tripled the retail footprint and number of operating markets while building a high performing team to support and manage over 800 employees, driving consistent month over month revenue growth and implementing systems and structure positioning the business for long-term success. Talley holds a Bachelor's degree from Cornell University.

"I am honored to be selected to lead the Curaleaf retail team and consumer facing operations, which includes the nation's largest network of medical and adult-use dispensaries," said Talley Wettlaufer, SVP, Retail. "It is a truly a pivotal moment for the industry and an exciting time for our company, and I'm thrilled to be joining such a talented management team. I look forward to creating exceptional experiences for all our patients and customers, increasing the visibility and preference for our brands, and enhancing the community connections of our local Curaleaf retail dispensaries."

On July 23, 2020, Curaleaf successfully closed its milestone acquisition of GR Companies, Inc. ("Grassroots Cannabis", "Grassroots"), the largest private vertically-integrated multi-state operator in the United States. With completion of the acquisition of Grassroots, Curaleaf became the world's largest cannabis company by revenue and the most diversified vertically integrated cannabis company in the United States, the world's largest cannabis market. The transaction expanded Curaleaf's presence from 18 to 23 states. Since the close of the transaction, Curaleaf has opened an additional 5 retail dispensary locations, increasing its U.S retail dispensary network to 93 retail locations offering access to medical or adult use Cannabis to more than 192 million people, or roughly two-thirds of the United States population.

About Curaleaf Holdings, Inc.

Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf") is the 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 93 dispensaries, 22 cultivation sites and over 30 processing sites, and employs over 3,000 team members 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.

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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 hiring of Talley Wettlaufer as SVP, Retail. 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.

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