

May 14, 2019

iAnthus

iAnthus Unveils Rollout of National Retail Brand at Canaccord Genuity Cannabis Conference

Be. The Cannabis Store

iAnthus

NEW YORK and TORONTO, May 14, 2019 /PRNewswire/ -[iAnthus Capital Holdings, Inc.](#) ("iAnthus" or the "Company") (CSE: IAN, OTCQX: ITHUF), which owns, operates, and partners with best-in-class regulated cannabis operations across the United States, is pleased to announce the unveiling of its national retail brand, "Be." at Canaccord Genuity's 3rd Annual Cannabis Conference.

Neil Calvesbert, iAnthus' Chief Marketing Officer, said, "Be. was created to align with what we see as the need for a cannabis retail experience where consumers can simply "Be. You". Be. is a place to empower self-expression and being a better version of yourself. Be. is a place where you will smile again"

"We are excited to create an environment and experience where consumers are able to explore, learn and purchase cannabis. Our new Be. stores will build on the pioneering and award-winning retail experience of Beth's '*Health for Life*' stores in Arizona and Maryland and provide a welcoming environment where both the curious and the dedicated will feel comfortable; a place where a customer can Be. him or herself," said Hadley Ford, CEO of iAnthus.

The Company plans to open its first Be. flagship store in Brooklyn in early 4Q 2019. Rebranding of existing stores will begin following the Brooklyn opening. Additional flagship stores are planned for Miami, Atlantic City, Las Vegas and Orlando.

A new investor presentation and link to the Be. unveiling video can be found under the Investor section of www.ianthus.com.

About iAnthus Capital Holdings, Inc.

iAnthus Capital Holdings, Inc. owns and operates best-in-class licensed cannabis cultivation, processing and dispensary facilities throughout the United States, providing investors diversified exposure to the U.S. regulated cannabis industry. Founded by entrepreneurs with decades of experience in operations, investment banking, corporate finance, law and health care services, iAnthus provides a unique combination of capital and hands-on operating and management expertise. iAnthus currently has operations in 11 states, and operates 21 dispensaries (AZ-4, MA-1, MD-3, FL-3, NY-2, CO-1, VT-1 and NM-6 where iAnthus has minority ownership). For more information, visit www.iAnthus.com.

Forward Looking Statements


Statements in this news release that are forward-looking statements are subject to various risks and uncertainties concerning the specific factors disclosed here and elsewhere in iAnthus' periodic filings with Canadian securities regulators. When used in this news release, words such as "will, could, plan, estimate, expect, intend, may, potential, believe, should, our vision" and similar expressions, are forward-looking statements.

Forward-looking statements may include, without limitation, statements including retail product launches, dispensary locations, facility build-outs, and other statements of fact.

Readers should not place undue reliance on forward-looking statements. The forward-looking statements in this news release are made as of the date of this release. iAnthus disclaims any intention or obligation to update or revise such information, except as required by applicable law, and iAnthus does not assume any liability for disclosure relating to any other company mentioned herein.

The Canadian Securities Exchange has not reviewed, approved or disapproved the content of this news release.

This news release does not constitute an offer to sell or a solicitation of an offer to sell any of the securities in the United States. The securities have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act") or any state securities laws and may not be offered or sold within the United States or to U.S. Persons unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available.

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