

# Columbia Care Brings Consistency and Credibility to the Adult Use Cannabis Space with First National Lifestyle Brand Seed & Strain

*Newest Product Line Available First in Massachusetts, Illinois and Delaware, with fast follows throughout Columbia Care's markets*

NEW YORK--(BUSINESS WIRE)-- Columbia Care, Inc. (NEO: CCHW) (CSE: CCHW) (OTCQX: CCHWF) (FSE: 3LP) ("Columbia Care" or the "Company") today announced the launch of the company's first internally developed cannabis lifestyle brand, Seed & Strain. The Company's inaugural venture into national brand launches, Seed & Strain was created to provide both adult use and medical consumers a credible, consistent suite of the cleanest, most premium and powerful cannabis products from one of the largest, most experienced cultivators in the country.

"At Columbia Care, providing the highest-quality products has been a part of our business since 2012, and we're excited to finally unveil our first national lifestyle cannabis brand, Seed & Strain," said Nicholas Vita, CEO of Columbia Care. "This brand was born to meet the needs of today's cannabis customer. Our largest customer segments shared concerns over the quality and consistency of adult use products, namely that the same attention to detail and standards that exist in medical don't always apply to the adult use market. Customers want a streamlined buying experience with access to brands that represent products of similar quality, traits, and potency. Seed & Strain is a product everyone can trust because we're using the same standards and practices that consumers rely on when it comes to Columbia Care's medical products."

Following the recent acquisition of The Green Solution, the leading adult use provider in the state of Colorado, and the announcement of the pending acquisition of Project Cannabis, the premium flower provider in the state of California, Seed & Strain continues Columbia Care's mission to provide the highest quality products and services to all consumers through the addition of a lifestyle brand to its diversifying portfolio.

"Operating across one of the broadest and most diverse portfolios of vertically integrated markets in the country, we see not just an opportunity but a responsibility to build national brands that customers and patients can trust and rely on," said Jesse Channon, Chief Growth Officer of Columbia Care. "The two largest struggles for any well-designed cannabis brand in the past has been the difficulty of offering products in multiple markets, as well as control over supply chain to ensure consistent quality. Columbia Care's scaled national operations and reputation for high quality products uniquely position us to solve these issues and deliver against one of the largest gaps in our industry: thoughtfully-built brands with consistent, curated product collections available from coast to coast."

With Seed & Strain flower products launching immediately in Massachusetts, Illinois, and Delaware, Columbia Care plans to quickly expand the brand rollout to markets in Arizona California, and Florida. Over the coming weeks and months, consumers will see product offerings such as tinctures, pre-rolls, vape kits, and topicals added to the first wave of flower products hitting the shelves first. Products are available for purchase at Columbia Care locations, can be pre-ordered online, or customers can learn more through Virtual.Care, the industry's first and only enterprise level virtual shopping experience.

For more information about the Seed & Strain brand and products visit <https://seedandstraincannabis.com> or follow the brand on social media on Facebook, Instagram or Twitter.

## **About Columbia Care**

Columbia Care is one of the largest and most experienced cultivators, manufacturers and providers of medical and adult use cannabis products and related services with licenses in 18 US jurisdictions and the EU. Columbia Care currently operates 99 facilities<sup>1</sup> including 76 dispensaries and 23 cultivation and manufacturing facilities. Columbia Care is one of the original providers of medical cannabis in the United States, and continues to deliver an industry-leading, patient-centered medicinal cannabis operation that has quickly expanded into the adult use market as a premier operator. The company currently offers products spanning flower, edibles, oils, and tablets, and manufactures popular brands including Amber and Platinum Label CBD. With more than four million sales transactions since its inception in 2012, Columbia Care is known for setting the standard for compassion, professionalism, quality, care, and innovation in the rapidly expanding cannabis industry. For more information on Columbia Care, please visit [www.col-care.com](http://www.col-care.com).

## **Caution Concerning Forward-Looking Statements**

This press release contains certain statements that constitute forward-looking information within the meaning of applicable securities laws and reflect the Company's current expectations regarding future events. The Company has made assumptions with regard to the expansion of its Seed & Strain line, which although considered reasonable by the Company at the time of preparation, may prove to be incorrect, as well as other risk factors discussed under "Risk Factors" in Columbia Care's Annual Information Form dated March 31, 2020, filed with the applicable Canadian securities regulatory authorities on SEDAR at [www.sedar.com](http://www.sedar.com) and described from time to time in documents filed by the Company with Canadian securities regulatory authorities.

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<sup>1</sup> *Pro forma facilities includes Project Cannabis and locations open or under development; includes facilities where Columbia Care provides consultative services pursuant to the terms of a management services arrangement*

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