October 8, 2020

Jushi Holdings Inc.’s BEYOND / HELLO to Enter California with the Opening of Its 11th Dispensary Nationally

BEYOND / HELLO™ Santa Barbara to Officially Open to the Public on October 14, 2020

BOCA RATON, Fla., Oct. 08, 2020 (GLOBE NEWSWIRE) -- **Jushi Holdings Inc. (“Jushi” or the “Company”) (CSE: JUSH) (OTCMKTS: JUSHF)**, a globally-focused, multi-state cannabis and hemp operator, announced it will enter California, the world’s largest cannabis market with the opening of its 11th retail location nationally: BEYOND / HELLO™ Santa Barbara. Earlier this year, Jushi acquired GSG SBCA, Inc., a licensed cannabis dispensary in Santa Barbara, and concurrently signed a $3.2 million sale-leaseback agreement with a financing partner related to the real estate previously purchased in connection with the acquisition of GSG SBCA, Inc.

BEYOND / HELLO™ Santa Barbara, which is conveniently located near Loreto Plaza in the heart of Santa Barbara at 3516 State Street, will begin serving customers on October 14th at 10:00 a.m. BEYOND / HELLO™ Santa Barbara customers can shop for medical and adult-use cannabis products in-store and through its online shopping experience at www.beyond-hello.com, which enables consumers to view real-time pricing and product availability, and then reserve products for convenient in-store pickup. In the near future, BEYOND / HELLO Santa Barbara will also be adding delivery services as permitted by the City of Santa Barbara.

“With sales that far surpass any other U.S. state, California represents a significant growth opportunity for Jushi,” said Jim Cacioppo, Chief Executive Officer, Chairman and Founder of Jushi. “Our new flagship store is strategically located in Santa Barbara, a limited license market that currently only allows for three dispensaries to operate in the city. We’re excited to be a part of this active, engaged community and look forward to welcoming local residents to experience the BEYOND / HELLO™ customer-first approach and state-of-the-art dispensary.” Mr. Cacioppo continued, “We will also continue to pursue additional M&A opportunities in California, particularly in jurisdictions with high barriers to entry, limited market participants, and strong growth opportunities.”

BEYOND / HELLO™ Santa Barbara carries top cannabis brands and products, including flower, extracts, edibles, vapes, topicals, tinctures/sublinguals and merchandise. Its expertly trained staff is also available during normal store hours to help customers identify and select the best cannabis products to meet their various needs and desires. The licensed storefront is ADA accessible, LGBTQ+ friendly and offers a standing 10% discount to seniors and veterans and active military servicepeople with identification. For more information, visit

https://www.jushico.com/ or BEYOND / HELLO™ on Instagram and Facebook.

Forward-Looking Information and Statements

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute "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 information and forward-looking statements are not representative of historical facts or information or current conditions but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, involve estimates, projections, plans, goals, forecasts and assumptions that may prove to be inaccurate. As a result, actual results could differ materially from those expressed by such forward-looking statements and such statements should not be relied upon. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans," "expects" or "does not expect," "is expected," "budget," "scheduled," "estimates," "forecasts," "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".

By identifying such information and statements in this manner, the Company is alerting the reader that such information and statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such information and statements. In addition, in connection with the forward-looking information and forward-looking statements contained in this press release, the Company has certain expectations and has made certain assumptions. Key expectations and assumptions made by the Company include, but are not limited to: the continued performance of existing operations in Pennsylvania, Illinois and Nevada, the anticipated opening of additional dispensaries in 2020 and 2021, the expansion and optimization of the grower-processor in Pennsylvania and the facility in Nevada, the opening of new facilities in Ohio and Virginia and two dispensaries in California, which are subject to licensing approval. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information and statements are the following: the ability of Jushi to successfully achieve business objectives, including with regulatory bodies, employees, suppliers, customers and competitors; changes in general economic, business and political conditions, including changes in the financial markets; changes in applicable laws; and compliance with extensive government regulation, as well as other risks and uncertainties which are more fully described in the Company's Management, Discussion and Analysis for the three months ended June 30, 2020, and other filings with securities and regulatory authorities which are available at www.sedar.com. Should one or more of these risks, uncertainties or other factors materialize, or should assumptions underlying the forward-looking information or statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected.

The forward-looking information and 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 and/or forward-looking statements that are contained or referenced herein, except 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.

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