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Jushi Holdings Inc. Debuts Vast Array of New Cannabis Products Across Multiple States

The Company Begins 2021 with a Monumental Rollout of New Brands and Relaunches of Top-Selling Cannabis Offerings including Flower, Vapes, and Edibles Brands

BOCA RATON, Fla., March 18, 2021 (GLOBE NEWSWIRE) -- **Jushi Holdings Inc. ("Jushi" or the "Company") (CSE: JUSH) (OTCMKTS: JUSHF),** a vertically integrated, multi-state cannabis operator, debuted a comprehensive suite of cannabis brands across multiple states under the names: The Bank, The Lab, Tasteology, Nira + Medicinals and Sèche, addressing a wide variety of consumer and patient needs.

"As a company that's founded on innovation and data-driven decision making, our new product suite of brands embraces the idea that one size doesn't fit all," said Jim Cacioppo, Chief Executive Officer, Chairman and Founder of Jushi. "We set out to reinvent, redefine and redesign how cannabis is viewed, and the launch of these new brands is a testament to our team and their ability to bring creative products to market. We look forward to launching more inventive products that position Jushi at the forefront of the cannabis sector and becoming one of the most trusted cannabis portfolios by consumers and patients."

"The modern cannabis consumer is evolving with their appetites and preferences changing," said Andreas (Dre) Neumann, Chief Creative Director of Jushi "Through our proprietary research and analytics, we have come to understand some of the specific variables that contribute to a cannabis consumer's buying decisions. People are looking for lifestyle brands and are expecting a level of sophistication. Now is the time to build the brands of the future; brands with a strong story, a sense of purpose and an authenticity tailored to specific groups of buyers."

Premium Flower: The Bank
Jushi relaunches its acquired, award-winning Colorado brand,The Bank known for its superior plant genetics and next-level cultivation. The brand has been fully reimagined and designed for the modern and specific cannabis connoisseur in its key markets where permitted. In Nevada, The Bank has quickly become a top selling brand in some of the leading dispensaries in Las Vegas where Jushi operates a redesigned, state-of-the-art growing and processing facility. In Pennsylvania, The Bank stands out as an exciting, lifestyle brand in a strong medical market. The Bank offers pre-packaged flower, infused blunts and pre-rolls comprised of three tiered lines: Gold Standard, Cache and Vault each offering varying degrees of quality, availability and price. Currently, The Bank is available at dispensaries across Nevada and Pennsylvania, including Pennsylvania's

BEYOND/HELLO™ locations.

Vapes & Concentrates: The Lab
Jushi relaunches another of its acquired, award-winning Colorado brand,The Lab, famous for high-quality, precision vape products, and concentrates, including the pioneering of live resin. The rebranding campaign redirects focus to the natural origin of cannabis, inspired by symmetry in nature and its magical surrealism. Through cutting-edge technology and equipment, The Lab continues to lead the way in bringing the unique experience of flower to new and modern mediums. The Lab offers a wide selection of vape cartridges, disposables and concentrates. Currently, The Lab is available at dispensaries across Nevada and Pennsylvania, including Pennsylvania's BEYOND/HELLO™ locations.

Edibles: Tasteology
Jushi launches Tasteology, an edible brand offering premium, real fruit, cannabis-infused gummies and chewable tablets. Tasteology is the culmination of extensive consumer research into both the taste and effect preferences of people in Jushi's markets where edibles can be offered. The unique marriage of flavor and effect is featured strongly in the flagship gummy line: Blueberry Calm, Balanced Peach and Mango-Pineapple Boost. In addition, fast-acting, micro-dose tablets are offered in an exciting range of formulations to meet the demands of a fast-growing new consumer base. Currently, Tasteology is produced by the Company's subsidiary in Nevada and is available in dispensaries across the state.

Medicinal: Nira + Medicinals
Nira + Medicinals ("Nira +") develops high quality, THC and CBD-rich medical products aimed at improving the quality of life for all cannabis patients. With deep roots in science and medicine, Nira+ is the evolution of Jushi's original Nira CBD line, formulated by Dr. Laszlo Mechtler, Director of the DENT Cannabis Clinic and Neuroscience Research Center at the DENT Neurologic Institute located in Buffalo, New York. Focused on purity and consistency, the products offer patients new options for improved wellness. The product line includes oral solutions, capsules, softgels and topicals. Currently, Nira+ is available at dispensaries across Pennsylvania, including at BEYOND/HELLO™ locations.

Fine Grind (Shake), Fine Flower (Popcorn) and Singles (Pre-Rolls): Sèche
Sèche boldly invents a new category in cannabis by redefining the perception of value products like shake and popcorn. With a carefree spirit and the curiosity to uncover what's next, Sèche helps you move at the speed of inspiration and invites you on a yet unwritten adventure. With products like Fine Grind (Shake), Fine Flower (Popcorn) and Singles (Pre-Rolls), there's always the right product for the right moment. Currently, Sèche is available at dispensaries across Nevada and Pennsylvania including at BEYOND/HELLO™ locations.

For more information, visit jushico.com, The Bank, The Lab, Tasteology, Nira + Medicinals and Sèche.

About Jushi Holdings Inc.
We are a vertically integrated cannabis company led by an industry-leading management team. In the United States, Jushi is focused on building a multi-state portfolio of branded cannabis-derived assets through opportunistic acquisitions, distressed workouts, and competitive applications. Jushi strives to maximize shareholder value while delivering high-quality products across all levels of the cannabis ecosystem. For more information, please

visit jushico.com, twitter.com/wearejushi and beyond-hello.com.

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. 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 nine months ended September 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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A photo accompanying this announcement is available at https://www.globenewswire.com/NewsRoom/AttachmentNg/33f4e4f6-0556-4117-af2c-334bcb922d6d

Source: Jushi Holdings Inc.

Jushi's top-selling flower brand, The Bank



Photo credit: Andrew Bernasconi