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Jushi Holdings Inc. Announces a Series of Cannabis Brands and Product Launches in Virginia

New Suite of Concentrates, Chewables and Flower Brands to Help Meet the Commonwealth's Growing Marketplace Demands

BOCA RATON, Fla., Aug. 05, 2021 (GLOBE NEWSWIRE) -- **Jushi Holdings Inc. ("Jushi" or the "Company") (CSE: JUSH) (OTCQX: JUSHF)**, a vertically integrated, multi-state cannabis operator, announced a series of upcoming launches of branded cannabis products in the Commonwealth of Virginia, beginning with the debut of its brand, The Lab, in the form of .5g and .3g vaporizable cartridges. The Company is expected to launch the brand, Tasteology, beginning with its chewables line in the coming weeks. With Virginia set to start flower sales in late Q3 or early Q4, Jushi also plans to launch two of its flower brands, The Bank and Sèche, to help meet growing patient demands. Jushi's brands will be available for purchase at BEYOND / HELLO™ Manassas, additional BEYOND / HELLO™ locations once opened, as well as at partner dispensaries across Virginia.

Jushi Chief Executive Officer, Chairman and Founder Jim Cacioppo commented, "In December 2020, we completed the initial build-out of the vertically integrated facility operated by Dalitso LLC, our 100% owned pharmaceutical processor permit holder, and officially began serving patients in-store at our BEYOND / HELLO™ Manassas dispensary, the first of six BEYOND / HELLO™ locations to be opened in Virginia. After completing the initial build-out of the facility, our focus shifted to cultivation, manufacturing and processing to improve product availability and diversity of products for medical cannabis patients in Virginia. As we begin to roll out our full suite of products and brands in the Commonwealth, we mark the moment when Virginia -- 'the sleeping giant' of cannabis markets -- has awoken."

Vapes & Concentrates: The Lab
Famous for high-quality, precision vaporization products, Jushi's award-winning brand, The Lab, brings a wide selection of vaporization cartridges and disposables to Virginia, and will be available for purchase at BEYOND / HELLO™ Manassas, partner dispensaries across Virginia and at additional BEYOND / HELLO™ locations once opened. Through cutting-edge technology and equipment, The Lab continues to lead the way in bringing the unique experience of flower to new, modern mediums. The Lab is also available at dispensaries across Nevada and Pennsylvania, including Pennsylvania's BEYOND / HELLO™ locations.

Chewables: Tasteology
Pending imminent Virginia Board of Pharmacy ("BOP") approval, Jushi is expected to launch Tasteology, a brand of premium, real fruit, cannabis-infused chewables, in the coming weeks. Tasteology will be available at BEYOND / HELLO™ Manassas, partner dispensaries

across Virginia, as well as at additional BEYOND / HELLO™ locations once opened. Jushi has refined Tasteology products over the course of years based on extensive patient and clinical feedback in states where Jushi holds a license and where chewables are an approved administration form. The unique combination of flavor, texture, and effect of Tasteology products makes them especially well-suited to a number of patient populations. These products will be available in Blueberry Calm, Balanced Peach and Mango-Pineapple Boost varieties. Today, Tasteology products can be purchased at partner dispensaries across Nevada, and are also expected to launch at additional BEYOND / HELLO™ locations once opened.

Premium Flower: The Bank
Later this fall, pending BOP approval, Jushi will bring The Bank -- the Company's award-winning flower brand known for its superior plant genetics -- to Virginia. The brand has been fully reimagined and designed and offers pre-packaged flower comprised of three tiered lines: Gold Standard, Cache and Vault. Today, The Bank is currently available at dispensaries across Nevada and Pennsylvania, including Pennsylvania's BEYOND / HELLO™ locations.

Fine Grind, Fine Flower and Single Pre-Rolls: Sèche
Later this fall, pending BOP approval, Sèche brings fine grind, fine flower and singles pre-rolls to patients and is expected to launch in Virginia. Currently, Sèche is available at dispensaries across Nevada and Pennsylvania, including at Pennsylvania's BEYOND / HELLO™ locations

Medicinal: Nira + Medicinals
Pending BOP approval, Nira + Medicinals ("Nira +") is expected to launch in Virginia later this year at BEYOND / HELLO™ Manassas, partner dispensaries across Virginia, as well as at additional BEYOND / HELLO™ locations once opened, bringing high-quality, THC and CBD-rich medical products to 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. Nira +'s full suite of products include tinctures, capsules, softgels and topicals, and is currently available at dispensaries across Nevada and Pennsylvania, including at Pennsylvania's BEYOND / HELLO™ locations.

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 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, visit 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". The forward-looking information and forward-looking statements contained herein may include but are not limited to, information concerning the expectations regarding Jushi, or the ability of Jushi to successfully achieve business objectives, and expectations for other economic, business, and/or competitive factors.

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 and/or timely 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 March 31, 2021, 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.

Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. 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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