October 22, 2021

Jushi Holdings Inc. Opens its 25th Retail Location Nationwide, 16th BEYOND / HELLO™ Store in Pennsylvania and 3rd Location in the Scranton Area through its Subsidiary, Franklin Bioscience - NE LLC

BEYOND / HELLO™ Stroudsburg to Begin Serving Medical Marijuana Patients in the Popular Poconos Town on October 27th at 10:00 a.m.

BOCA RATON, Fla., Oct. 22, 2021 (GLOBE NEWSWIRE) -- **Jushi Holdings Inc. ("Jushi" or the "Company") (CSE: JUSH) (OTCQX: JUSHF)**, a vertically integrated, multi-state cannabis operator, announced the opening of its 25th retail location nationwide and its 16th BEYOND / HELLO™ medical marijuana dispensary in Pennsylvania through its subsidiary Franklin Bioscience - NE LLC. BEYOND / HELLO™ Stroudsburg will begin serving Pennsylvania medical marijuana patients and caregivers on Wednesday, October 27, 2021, at 10:00 a.m., providing a best-in-class in-store experience, coupled with the ability to make online reservations through beyond-hello.com for curbside and in-store express pickup.

BEYOND / HELLO™ Stroudsburg, located at 852 N 9th Street, occupies a 3,000 square foot standalone building on the main commercial street in town of the Poconos area, a popular year-round tourist destination that draws visitors from New York and the mid-Atlantic states for hiking, fishing, canoeing, golfing, skiing, parasailing, and whitewater rafting. The town of Stroudsburg is a landmark itself, thanks to its vibrant downtown area that's home to museums and galleries, music venues, antique shops, and dining options. The new dispensary will serve customers Monday through Saturday from 9:00 a.m. to 8:00 p.m. and on Sunday from 10:00 a.m. to 6:00 p.m. featuring an express window as well as two curbside pickup locations.

"We are thrilled to open the latest BEYOND / HELLO™ location in Stroudsburg, an iconic town in the heart of the Poconos that is known for its natural beauty as well as its vibrant downtown," said Jim Cacioppo, Chief Executive Officer, Chairman and Founder of Jushi. "With the opening of our 16th BEYOND / HELLO™ retail location in Pennsylvania, we are executing on our plan to strategically expand our footprint in the Commonwealth."

BEYOND / HELLO™ Stroudsburg provides customers with an efficient, accessible, and safe experience that goes beyond the traditional cannabis retail environment. As part of the Company's commitment to exceptional service, a licensed pharmacist and experienced, well-trained staff will be on-site to dispense products, answer questions and provide education to patients and caregivers. The dispensary will carry dry leaf, concentrates, cartridges, tinctures, topicals, capsules, pills, and various ancillary products such as

approved batteries and devices. In addition, BEYOND / HELLO™ Stroudsburg is handicap accessible and LGBTQIA+ friendly.

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 June 30, 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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Photos accompanying this announcement are available at

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On Wednesday, October 27th at 10:00 a.m., BEYOND / HELLO™ Stroudsburg will begin serving Pennsylvania medical cannabis patients in-store, and online through beyond-hello.com, with convenient curbside and in-store express pickup. Located at 852 N 9th Street, BEYOND / HELLO™ Stroudsburg occupies a 3,000 square foot standalone building on the main commercial street in the Poconos area, a popular year-round tourist destination that draws visitors from New York and the mid-Atlantic states for hiking, fishing, canoeing, golfing, skiing, parasailing, and whitewater rafting.

BEYOND / HELLO™ Stroudsburg to Feature Curbside and In-Store Express Pick-Up



Jushi's newest Pennsylvania dispensary will begin serving medical cannabis patients in-store, coupled with the ability to make online reservations through beyond-hello.com for curbside and in-store express pickup. In addition to carrying a variety of partner brands, Pennsylvania patients will have access to Jushi's suite of high-quality brands, including The Lab, Nira+ and two in-house flower brands, The Bank and Sèche.

BEYOND / HELLO™ Stroudsburg to Carry Wide Variety of Medical Cannabis Products



BEYOND / HELLO™ Stroudsburg will give Pennsylvania patients access to Jushi's suite of high-

quality brands, including The Lab, Nira+ and two in-house flower brands, The Bank and Sèche, in addition to a variety of partner brands. The dispensary will carry dry leaf, concentrates, cartridges, tinctures, topicals, capsules, pills, and various ancillary products such as approved batteries and devices.

Source: Jushi Holdings Inc.