

April 20, 2020



Medicine Man Technologies, Inc. Announces Corporate Brand Change to Schwazze

The new brand reflects Schwazze Companies' vision and strategic focus of becoming the most admired cannabis company

DENVER--(BUSINESS WIRE)-- Medicine Man Technologies Inc. (OTCQX: MDCL) ("Medicine Man Technologies" or "the Company") today announced that the Company will now be doing business as Schwazze (pronounced SHHwahZZ). The new branding reflects the Company's goal to create a dynamic, innovative culture and brand identity while supporting the current and future house of brands as Schwazze continues to grow.

Schwazze originates from the Company's proprietary cultivation technique from the Three A Light methodology, which stimulates plant growth and health. The new corporate brand Schwazze inspires a call to action to innovate, grow and nurture plants, products, experiences, and environment to benefit the human experience.

"We are excited to bring this new brand to life to further realize our vision of becoming the most admired cannabis company by positively impacting the health, well-being and happiness of our customers, team members and communities," said Shane Sampson, Chief Marketing and Merchandising Officer of Schwazze. "Last year the Company set out to make major changes within the Colorado cannabis industry with Colorado House Bill 19-1090. Our new brand, Schwazze enables differentiation as a true leader across all facets of cannabis and marks the next stage of our strategic growth. After finalizing the announced acquisitions, Schwazze will be one of the largest vertically integrated cannabis operators from seed to sale. We are proud to be building a great cannabis company at Schwazze."

The Schwazze leadership team, which includes top-tier executives from Fortune 500 companies, looks to the future of cannabis when planning what is next for the company. Schwazze is executing our strategy to bring new products and experiences to customers through scalable digital technologies, cannabinoid-based health and wellness, customer-centric retail formats and omnichannel innovation.

"As a leader in the cannabis industry, we have a responsibility to drive sustainable growth and deliver top-quality service and products to our customers," Sampson added. "With our experienced management team and unparalleled expertise in product development, the Company's rebrand to Schwazze amplifies our purpose-driven mission to recognize the full potential of cannabis and continue promoting its ability to improve the human condition."

Effective, Tuesday, April 21 the Company will begin trading under the Schwazze name and OTC ticker symbol SHWZ. Follow Schwazze on Facebook at www.Facebook.com/Schwazze, LinkedIn at www.Linkedin.com/Schwazze, Instagram at

www.Instagram.com/Schwazze and Twitter at www.Twitter.com/Schwazze. To learn more about Schwazze, visit www.schwazze.com.

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About Schwazze

Medicine Man Technologies, Inc. is now operating under its new trade name, Schwazze. Schwazze is executing its vision to become one of the nation's largest vertically integrated cannabis holding companies by revenue. Upon the completion of its announced acquisitions, its portfolio will consist of top-tier licensed brands spanning cultivation, extraction, infused-product manufacturing, dispensary operations, consulting, and a nutrient line. Schwazze leadership includes Colorado cannabis leaders with proven expertise in product and business development as well as top-tier executives from Fortune 500 companies. As a leading platform for vertical integration, Schwazze is strengthening the operational efficiency of the cannabis industry in Colorado and beyond, promoting sustainable growth and increased access to capital, while delivering best-quality service and products to the end consumer. The corporate entity continues to be named Medicine Man Technologies, Inc.

Forward-Looking Statements

This press release contains "forward-looking statements." Such statements may be preceded by the words "intends," "may," "will," "plans," "expects," "anticipates," "projects," "predicts," "estimates," "aims," "believes," "hopes," "potential," or similar words. Forward-looking statements are not guarantees of future performance, are based on certain assumptions, and are subject to various known and unknown risks and uncertainties, many of which are beyond the Company's control and cannot be predicted or quantified. Consequently, actual results may differ materially from those expressed or implied by such forward-looking statements. Such risks and uncertainties include, without limitation, risks and uncertainties associated with (i) our inability to manufacture our products and product candidates on a commercial scale on our own or in collaboration with third parties; (ii) difficulties in obtaining financing on commercially reasonable terms; (iii) changes in the size and nature of our competition; (iv) loss of one or more key executives or scientists; and (v) difficulties in securing regulatory approval to market our products and product candidates. More detailed information about the Company and the risk factors that may affect the realization of forward-looking statements is set forth in the Company's filings with the Securities and Exchange Commission (SEC), including the Company's Annual Report on Form 10-K and its Quarterly Reports on Form 10-Q. Investors and security holders are urged to read these documents free of charge on the SEC's website at <http://www.sec.gov>. The Company assumes no obligation to publicly update or revise its forward-looking statements as a result of new information, future events or otherwise.

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