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## **iAnthus Capital Management Engages PCG Advisory Group as Investor and Public Relations Agency of Record**

NEW YORK, NY -- (Marketwired) -- 03/02/16 -- [iAnthus Capital Management](#), a privately held company providing a comprehensive, value-added capital investment together with expert management advice and advisory services to licensed cannabis operators in the United States, today announced it has retained PCG Advisory Group (PCG) as its agency of record for investor relations, digital and social media communications and public relations advisory services.

Hadley Ford, Co-Founder and Managing Director of iAnthus Capital Management, states, "We are pleased to have engaged with PCG to further our visibility and advance our investor, social and traditional media outreach programs. We believe that the regulated cannabis industry represents the next great American industry boom and as such, we think that this is the appropriate time to become more strategic in how we communicate our growth objectives and unique value proposition to the investment and new media communities. Our partnership with PCG and its seasoned team supports this effort."

Jeff Ramson, Founder and CEO of PCG Advisory Group, remarks, "iAnthus is a leader in a burgeoning and innovative industry and is well positioned for growth. The Company's distinguished management team, coupled with its unique multifaceted approach to the needs of the regulated cannabis sector creates a distinctive investment opportunity, which we look forward to introducing to our extensive networks."

### ***About iANTHUS Capital Management:***

iAnthus Capital Management, a privately held company founded in New York by entrepreneurs with decades of experience in investment banking, corporate finance, law and healthcare services, focuses on providing access to capital investment and expert advisory services in the regulated cannabis industry. iAnthus has established strategic channel partnerships with U.S. cannabis industry leaders in dispensary operations, commercial-scale cultivation, and the science of cannabis extraction, product formulation and testing. These partnerships enable iAnthus to source and diligence investments in best-in-class cannabis license holders throughout the U.S. For more information visit [www.ianthuscapital.com](http://www.ianthuscapital.com).

### ***About PCG Advisory Group:***

Founded in 2008, PCG Advisory Group is dedicated to the delivery of top tier capital markets advisory services, strategic investor relations, tactical digital and social media communications and cutting edge media and public relations for public and privately held companies.

The team at PCG has extensive experience with life sciences and healthcare, high technology, metals and mining, financial services and emerging growth companies from around the globe.

PCG's Capital Markets Advisory Services include overall investor relations' strategy development to increase and leverage investor awareness, visibility and credibility. PCG's Social and Digital Media services include leveraging social and professional digital media sites to effectively and accurately communicate client stories. As an aggregation, distribution, and engagement platform, PCG reaches thousands of individual, retail, institutional investors, bankers and analysts using proprietary techniques, search engine optimization, online marketing, website development and our proprietary and extensive distribution network. PCG's Media and Public Relations services are a strategic and integral component of all Corporate Communications. The media and public relations team works with print, broadcast, online news sites and bloggers to communicate the best client story at the right time. PCG also actively assists clients during the pre and post IPO process as well as through mergers, acquisitions, uplistings, and or a potential crisis.

Communicating the client's story accurately and effectively is tantamount to maximizing exposure to its current and potential stakeholders.

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