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iAnthus

iAnthus Announces Licensing Agreement with Women-Focused Infused Products Brand, Blissiva

NEW YORK and TORONTO, April 4, 2019 /PRNewswire/ -[iAnthus Capital Holdings, Inc.](#) ("iAnthus" or the "Company") (CSE: IAN, OTCQX: ITHUF), which owns, operates, and partners with best-in-class regulated cannabis operations across the United States, is pleased to announce a licensing agreement entered into between its U.S. subsidiary and Blissiva, a women-owned, Maryland-based company specializing in producing and distributing medical cannabis products specifically formulated for women. As per the licensing agreement, iAnthus will manufacture, market and sell a variety of Blissiva products in its markets, with initial launch in Maryland scheduled for April 20, 2019. Additionally, iAnthus has the exclusive right to launch Blissiva in its ten other existing states and across the United States.

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[Blissiva](#) was founded by obstetrician gynecologist Dr. Leslie Apgar and serial entrepreneur Gina Dubbé who have a mission to make medical cannabis more accessible and desirable to women. Blissiva's first product, the Balance Pen, was formulated specifically to help women combat stress and anxiety. The pen first came to market in October 2018 and sold out in just six weeks of its anticipated 12 week run. Blissiva is developing a line of additional products designed for women's health, wellness and recreation.

"We are extremely proud to partner with Blissiva in launching female-focused cannabis products into the market. Women represent one of the largest and fastest growing demographics of consumers in this industry, and there is currently a lack of products specifically designed to address their health and wellness needs. We believe that women should be able to 'have it all,' and I'm excited to be working with Dr. Apgar, a groundbreaking expert in women's health, to fill the gap in the industry," said Beth Stavola, Chief Strategy Officer of iAnthus.

iAnthus intends to initially launch the Blissiva Balance Pen in Health for Life dispensaries in Baltimore, Bethesda and White Marsh, Maryland, as well as the Greenhouse Wellness dispensary in Ellicott City, Maryland, where Dr. Apgar is the medical director. Additionally, iAnthus will leverage its distribution network to provide women with access to Blissiva products throughout the state. Currently, this Maryland distribution network consists of 45 dispensaries where iAnthus is currently selling its MPX branded products.

"We believe that iAnthus is the perfect partner to realize our goal of reaching female consumers who could benefit from our products across the country. With iAnthus' production capabilities and sizable distribution network in key markets, we are confident that together we will be successful in creating a national brand—by women, for women," said Dr. Apgar, Co-Founder and Medical Director of Blissiva.

About iAnthus Capital Holdings, Inc.

iAnthus Capital Holdings, Inc. owns and operates best-in-class licensed cannabis cultivation, processing and dispensary facilities throughout the United States, providing investors diversified exposure to the U.S. regulated cannabis industry. Founded by entrepreneurs with decades of experience in operations, investment banking, corporate finance, law and health care services, iAnthus provides a unique combination of capital and hands-on operating and management expertise. iAnthus currently has operations in 11 states, and operates 21 dispensaries (AZ-4, MA-1, MD-3, FL-3, NY-2, CO-1, VT-1 and NM-6 where iAnthus has minority ownership). For more information, visit www.iAnthusCapital.com.

About Blissiva

Blissiva, founded by Gina Dubbé and Dr. Leslie Apgar, is a women-owned, Maryland-based company specializing in producing and distributing medical cannabis products specifically formulated for women. The company's first product, the Balance Pen, was created to help women combatting anxiety find relief in a safe, holistic, and approachable way. Other product lines are set to launch in 2019. The company's tagline "Gyno-Created, Goddess-Approved" is a nod to the company's founders and the medical viability of the product. For more information, visit www.blissiva.com.

Forward Looking Statements

Statements in this news release that are forward-looking statements are subject to various risks and uncertainties concerning the specific factors disclosed here and elsewhere in iAnthus' periodic filings with Canadian securities regulators. When used in this news release, words such as "will, could, plan, estimate, expect, intend, may, potential, believe, should, our vision" and similar expressions, are forward-looking statements.


Forward-looking statements may include, without limitation, statements including product launches, dispensary locations, facility build-outs, and other statements of fact.

Readers should not place undue reliance on forward-looking statements. The forward-looking statements in this news release are made as of the date of this release. iAnthus disclaims any intention or obligation to update or revise such information, except as required by applicable law, and iAnthus does not assume any liability for disclosure relating to any other company mentioned herein.

The Canadian Securities Exchange has not reviewed, approved or disapproved the content of this news release.

This news release does not constitute an offer to sell or a solicitation of an offer to sell any of the securities in the United States. The securities have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act") or

any state securities laws and may not be offered or sold within the United States or to U.S. Persons unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available.

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