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# HIGH TIMES & New Frontier Announce Historic Cannabis Industry Data Partnership

NEW YORK & WASHINGTON--(BUSINESS WIRE)-- HIGH TIMES, the world's leading cannabis media, events and information business, announces a content and data partnership with New Frontier, the premiere Big Data and analysis company in the cannabis space — enabling an unprecedented look at the cannabis industry through data-driven reporting, including the first quantifiable study showing the impact that the HIGH TIMES Cannabis Cups have on participating cannabis businesses.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160608005495/en/>

“We are delighted to partner with New Frontier and look forward to providing the business community as well as the millions of consumers we reach via HIGH TIMES’ platforms with unique and actionable, data-driven insights on the cannabis industry that inform the increasingly diverse and info-hungry cannabis community,” said HIGH TIMES Chief Operating Officer Larry Linietsky. “HIGH TIMES’ editorial knowledge, network in the cannabis community, massive reach via all of our consumer touch points and historical data will complement New Frontier’s industry research, data analytics and reporting capabilities.”

“The market for legal cannabis has significantly matured in recent years and HIGH TIMES, a pioneer in this industry, continues to adapt to best meet its growing customer base needs and interests,” said New Frontier CEO and Founder Giadha Aguirre DeCarcer. “New Frontier is excited to be a part of HIGH TIMES’ path to educate and inform on today’s most timely industry issues. It is a privilege for New Frontier to be partnering with one of the most iconic brands in this unique space and to join forces to shed new light on both where the market is and where it is going.”

The partnership will allow New Frontier to gather and analyze past, present and future data from the HIGH TIMES Cannabis Cups, a series of events that include awards for the best cannabis strains and products, educational seminars, musical performances and exhibitions of cannabis products and services. The first Cannabis Cup launched in Amsterdam in 1987 and has since expanded to a number of national and international locations, drawing upwards of 50,000 cannabis enthusiasts at many events and awarding multiple winners across at least nine categories at each festival.

New Frontier and HIGH TIMES will work to find insights regarding Cannabis Cup award winners and their subsequent sales numbers, consumer sentiment, engagement, brand awareness and overall growth, among other potential findings.

In addition, through this partnership, New Frontier will provide customized data-driven

content and graphics for publication in HIGH TIMES' magazine and digital platforms, on a range of topics relevant to the industry and to HIGH TIMES' consumer base, based on the unique data and analysis New Frontier brings to the cannabis industry.

### **About HIGH TIMES**

For more than 40 years, HIGH TIMES —the iconic and authoritative media company in the cannabis business — has been educating the cannabis community by leading the fight for legalization and empowering entrepreneurs in this burgeoning industry. HIGH TIMES' content spans digital, social, video and print platforms as well as location-based events highlighted by the global Cannabis Cup franchise and the HIGH TIMES Business Summit conference series.

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### **About New Frontier**

New Frontier provides objective, sophisticated and comprehensive reporting for the nascent and underserved cannabis industry. New Frontier is the premiere Big Data shop in the sector and looks beyond the plant cultivation and distribution, to raise the industry bar and provide visibility into what will inevitably soon be a mature and more complex industry. New Frontier is headquartered in Washington, D.C.

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*For HIGH TIMES:*

Lexi Georgiadis, 212-319-3451 x643

[Lexi@goldin.com](mailto:Lexi@goldin.com)

or

*For New Frontier:*

Gretchen Gailey, 202-489-3821

[ggailey@frontierfinancials.com](mailto:ggailey@frontierfinancials.com)

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