

Cresco Labs Launches First-Ever Cannabis Advertisements on Spotify, the World's Most Popular Audio Streaming Subscription Service

CHICAGO--(BUSINESS WIRE)--September 7, 2023--Cresco Labs Inc. (CSE:CL) (OTCQX:CRLBF) (FSE: 6CQ) ("Cresco" or "Company"), the industry leader in branded cannabis products with a portfolio of America's most popular brands and the operator of Sunnyside dispensaries, today announced it is the first cannabis company to launch cannabis advertisements on Spotify, the world's most popular audio streaming subscription service with more than 551 million users and 220 million subscribers.

"Audio streaming services represent a major opportunity for brands to reach large audiences in a targeted manner, and we're excited to collaborate with Spotify to launch the first-ever cannabis ads from our Sunnyside national retail brand," said Cory Rothschild, Cresco Labs' National Retail President. "Our Sunnyside advertising strategy is built on a data ecosystem enabling best-in-class targeting and measurement. Spotify's platform will enable our marketing team to target our ads compliantly and profitably to our core shoppers in Illinois where we have a leading share in retail. This important partnership is not only a step in normalizing cannabis, but it also showcases the sophistication and quality of marketing that we have unlocked at Cresco Labs."

The ad campaign, which aims to communicate the benefits of shopping at Sunnyside dispensary, includes 30 second audio and in-app digital banners that drive to the retailer's proprietary e-commerce platform. Advertising is supported by a volume-driving paid media campaign that includes programmatic buying, native ads, connectedTV and more.

For more information about Sunnyside, visit www.sunnyside.shop.

About Cresco Labs Inc.

Cresco Labs' mission is to normalize and professionalize the cannabis industry through a CPG approach to building national brands and a customer-focused retail experience, while acting as a steward for the industry on legislative and regulatory-focused initiatives. As a leader in cultivation, production and branded product distribution, the Company is leveraging its scale and agility to grow its portfolio of brands that include Cresco, High Supply, FloraCal, Good News, Wonder Wellness Co., Mindy's and Remedi, on a national level. The Company also operates highly productive dispensaries nationally under the Sunnyside brand that focus on building patient and consumer trust and delivering ongoing education and convenience in a wonderfully traditional retail experience. Through year-round policy, community outreach and SEED initiative efforts, Cresco Labs embraces the responsibility to support communities through authentic engagement, economic opportunity, investment, workforce development and legislative initiatives designed to create the most responsible, respectable and robust cannabis industry possible. Learn more about Cresco Labs' journey by visiting www.crescolabs.com or following the Company on Facebook, X or LinkedIn.

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