

Cresco Labs Expands Florida Brand Portfolio with Launch of FloraCal and Cresco Live Rosin and Flower Products

CHICAGO--(BUSINESS WIRE)--September 21, 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 the expansion of its brand portfolio in Florida to include the FloraCal and Cresco brands. The Company will roll out FloraCal flower, pre-rolls, live rosin concentrates and live rosin chews as well as Cresco flower and pre-rolls at Sunnyside dispensaries starting next week and throughout the fall.

"We continue to invest in one of our core markets, Florida, by bringing more of our best-in-class products to our Sunnyside shoppers," said Charlie Bachtell, CEO and Co-founder of Cresco Labs. "A growing number of patients are looking for more premium quality flower options and live rosin products—which is exactly what our FloraCal and Cresco brands offer. We're incredibly proud of our Operations team, which has a proven record of successfully expanding our company's consistency and quality standards across markets, while also scaling operations."

One of the first cannabis brands to launch in California with numerous award-winning products, FloraCal is the premium brand in the Company's portfolio created for cannabis connoisseurs. Cultivation starts with a rigorous pheno-hunting process that starts with hundreds of seeds and ends with FloraCal releasing only the highest quality strains in the products found today in California, Illinois, Pennsylvania, Massachusetts and Florida.

Cresco, another decorated cannabis brand, is sold in California, Arizona, Illinois, Michigan, Ohio, Maryland, Pennsylvania, Massachusetts and Florida. The premium brand offers one of the largest libraries of strains and widest assortments of forms in the Company's brand portfolio, ranging from flower and pre-rolls to concentrates and vapes. In Florida, Cresco is replacing One Plant, offering the same flower strains that patients love, in addition to a suite of new ones.

For more information about FloraCal, visit www.floracalfarms.com. To learn more about Cresco, visit www.crescocannabis.com.

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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