



# Trulieve Announces a Licensing Deal with Sunshine Cannabis to Create Eponymous Brand

*The collaboration brings a series of exclusive strains developed and preserved by the Florida-based cannabis company*

TALLAHASSEE, FL, Jan. 10, 2019 /CNW/ - Trulieve Cannabis Corp. (CSE:TRUL), Florida's premier medical cannabis company, has signed a deal with Sunshine Cannabis to bring a series of products utilizing exclusive genetics to Florida's growing patient population. The Florida-based cannabis company will be collaborating with Trulieve to develop a full suite of premium products based upon proprietary strains developed and preserved by the organization.

Founded in 2013, Sunshine Cannabis is a popular cannabis brand in the Sunshine State known for activism, compassion, and patient advocacy. A Florida-first company committed to providing exceptional medical marijuana products for medical marijuana patients, Sunshine Cannabis is also working to expand legal adult cannabis access statewide.

"We've worked closely with the Sunshine Cannabis team for a long time and a partnership was a natural progression of that," said Kim Rivers, CEO of Trulieve. "They're not only educated and knowledgeable about the market, they're also passionate about patient education, access, and the products we created together. This line will feature high quality, effective products suitable for all of Florida's patients."

The line will launch with Trulieve's signature TruPOD formula in the first of Sunshine Cannabis' proprietary strains, Sunshine Kush. The brand will expand into more delivery methods, along with Sunshine Cannabis-branded merchandise and medical cannabis accessories in each of Trulieve's 23 statewide locations.

"As a Floridian, I trust Trulieve and their leadership. This alliance is a perfect fit for our Florida-first brand because of our mutually shared ideals to free the flower and free the plant here in the sunshine state," said Sunshine Cannabis owner and founder, Chris Williams. "We are going to help a lot of people here and I can't wait to give back to the community and help more patients in need of natural relief. Everyone knows that 'Sunshine is the best medicine,' and we can provide it on a statewide scale now thanks to Trulieve."

In stores and online, patients will find Florida's largest selection of THC and CBD products, available in a variety of delivery methods, including concentrates, ground flower for vaporizing, tinctures, topical creams, vaporizers, and more. Trulieve also offers home delivery statewide for patients unable to make it to a physical store, in addition to 23 dispensaries in locations from Pensacola to Miami.

Recently, the Office of Medical Marijuana Use announced the registry had reached nearly 170,000 registered medical marijuana patients with an active ID card, with Trulieve consistently selling between 60%-80% of the state's overall volume, per the Florida Department of Health. There are over 1,900 registered ordering physicians in the state of Florida as well.

## **About Trulieve**

Trulieve is a vertically integrated "seed to sale" company and is the first and largest fully licensed

medical cannabis company in the State of Florida. Trulieve cultivates and produces all of its products in-house and distributes those products to Trulieve branded stores (dispensaries) throughout the State of Florida, as well as directly to patients via home delivery. Trulieve is listed on the Canadian Securities Exchange under the symbol TRUL.

This press release does not constitute an offer to sell or a solicitation of an offer to buy nor shall there be any sale of any of the securities in any jurisdiction in which such offer, solicitation or sale would be unlawful. 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 the securities laws of any state of the United States and may not be offered or sold within the United States (as defined in Regulation S under the U.S. Securities Act) unless registered under the U.S. Securities Act and applicable state securities laws or pursuant to an exemption from such registration requirements.

To learn more about Trulieve, visit [www.Trulieve.com](http://www.Trulieve.com).

### **About Sunshine Cannabis**

Sunshine Cannabis is led by renowned breeder and expert grower – Chris "Sunshine" Williams. The brand synonymous with the "sunshine state" specializes in legendary Florida heirloom strains and is proud to be the first Florida brand licensed by Trulieve. Sunshine Cannabis also develops new genetics, vaporizer formulations & devices for the rapidly expanding Florida cannabis industry projected to have exponential market growth throughout 2019 and beyond.

To learn more about Sunshine Cannabis, visit [www.SunshineCannabis.com](http://www.SunshineCannabis.com).

### **Regarding Forward-Looking Information**

This news release contains statements that constitute "forward-looking statements." Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements, or developments in the industry to differ materially from the anticipated results, performance or achievements expressed or implied by such forward-looking statements. Forward-looking statements are statements that are not historical facts and are generally, but not always, identified by the words "expects," "plans", "anticipates", "believes", "intends", "estimates", "projects", "potential" and similar expressions, or that events or conditions "will", "would", "may", "could" or "should" occur.

Forward-looking statements in this document include, but are not limited to, statements regarding the anticipated benefits of the relationship between Sunshine Cannabis and Trulieve, the anticipated regulatory approval and ultimate sale of Sunshine Cannabis products in Trulieve dispensaries, and the anticipated growth of the Florida medical cannabis market generally. By their nature, forward-looking statements are based on the opinions and estimates of management at the date the information is made, and is subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those projected in the forward-looking information. Neither Sunshine Cannabis nor Trulieve is under any obligation, and expressly disclaims any intention or obligation, to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as expressly required by applicable law.

SOURCE Trulieve Cannabis Corp.

View original content to download multimedia:

<http://www.newswire.ca/en/releases/archive/January2019/10/c6962.html>

%SEDAR: 00008577E

**For further information:** Kevin Darmody, Director, Investor Relations, (850) 480-7955, IR@trulieve.com; Victoria Walker, Director of Marketing & Community Relations, (704) 773-3446, Victoria.Walker@trulieve.com; Chris "Sunshine" Williams, Founder & Owner, (561) 295-7799,

Chris@SunshineCannabis.com

CO: Trulieve Cannabis Corp.

CNW 13:43e 10-JAN-19