

Trulieve Announces Partnership to Bring Award-Winning Terpene Extracts to Florida

Blue River Extracts & Terpenes' industry-leading products will be available in Florida exclusively through Trulieve

TALLAHASSEE, FL, April 4, 2019 /CNW/ - Leading national cannabis company Trulieve Cannabis Corp. ("Trulieve") (CSE: TRUL) announced today that it has signed an agreement with California-based Blue River Extracts & Terpenes™ ("Blue River™") to bring their award-winning terpene extracts and other trademark branded products to Florida's growing patient base.

Blue River™ is an industry-leading cannabis company that has focused on the development of full spectrum solvent-less cannabis derived terpenes and began utilizing terpenes with advanced mechanical extraction techniques to create an array of award winning branded products including, Rosin, Dry Sift Sap, Vape Cartridges, CBD Crystalline, Rosin Sauce, THCa, Flan™, and Jelly™, which earned them over 50 cannabis awards to date. Blue River™ continued to shape the landscape of the cannabis industry through their proprietary solvent-less extraction technology and helped to popularize full-spectrum solvent-less products with the use of cannabis derived terpenes.

"Blue River™ has truly set the standard for innovation and excellence with their terpene technology, creating products that are high-quality and one-of-a-kind. Their dedication to quality, excellence, and standardization has changed the landscape of the cannabis market and matches Trulieve's own dedication to the same standards," said Trulieve CEO Kim Rivers. "Their products are an effective, reliable option for patients seeking relief in innovative ways."

Blue River™ uses a proprietary extraction method to mechanically remove present terpenoids and cannabinoids from whole plant cannabis flowers without the use of any chemicals, solvents, or additives. The process results in clean, terpene-rich, high-quality products that provide the full potential of the plants medicinal value. Once all regulatory approvals are obtained, a variety of Blue River™ terpene extracts, concentrates, and other products will be available exclusively in Florida through Trulieve. At this time, there can be no assurance as to the timing and scope of regulatory approval for the products, when and if it is obtained.

"Trulieve has an outstanding business model that relies on empowering diverse and gifted employees throughout the Florida market. Their attention to cultivation allows them to standardize high quality, indoor resin production, and in turn will allow for outstanding Blue River™ branded products. Trulieve has built a tremendous support system for Florida's patients and I could not be more honored to work with them on this project," said CEO Tony Verzura.

In stores and online, Trulieve provides patients with Florida's largest selection of THC and CBD products, available in a variety of delivery methods, including whole flower, concentrates, 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 26 dispensaries in locations from Pensacola to Miami.

Recently, the Office of Medical Marijuana Use announced the registry had surpassed 200,000 qualified patients with an active ID card in Florida, with Trulieve consistently selling a minimum of 60% of the state's overall volume, per the Florida Department of Health. There are over 2,100 registered ordering physicians in the state of Florida as well.

To learn more about Trulieve, visit www.Trulieve.com.

About Trulieve

Trulieve Cannabis Corp. is a vertically integrated "seed to sale" company and is the first and largest fully licensed 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 also operates in California and Massachusetts.

Trulieve is listed on the Canadian Securities Exchange under the symbol TRUL.

About Blue River

We believe in a farm-to-table model of cannabis extractions and enhanced terpene-rich products. Our proprietary extraction techniques allow us to separate terpenes and cannabinoids without damaging the integrity of the compounds, resulting in the cleanest, highest testing, and finest solvent-less products available in today's market. Dedicated to providing quality, excellence, and standardization, Blue River™ has set the standard for innovation and excellence in terpene technology, effectively leading the way for new products and innovation on a global scale.

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 Blue River™ and Trulieve, the receipt of anticipated regulatory approvals and ultimate sale of Blue River™ 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 Blue River™ 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.

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