



Trulieve Announces Appointment of Chief Marketing Officer

Valda Coryat Brings Two Decades of CPG Plus Agricultural Marketing Experience to Broaden Executive Leadership and Drive National Brand Expansion

TORONTO, Dec. 2, 2019 /CNW/ - Trulieve Cannabis Corp. ("Trulieve" or the "Company") (CSE: TRUL) (OTCQX: TCNNF), a leading and top-performing cannabis company in the United States, today announced the Company has broadened its leadership team in conjunction with its national expansion, by hiring Valda Coryat as Chief Marketing Officer, effective today.



Valda Coryat (CNW Group/Trulieve Cannabis Corp.)

Coryat joins Trulieve, bringing extensive consumer-packaged goods (CPG) and agricultural marketing leadership to the team. Through her U.S., global and regional brand building experiences, she has delivered award-winning innovation and consumer inspired multi-media campaigns. As Trulieve CMO, Coryat will lead strategic marketing, product branding initiatives, and digital awareness campaigns on a national level.

"Valda Coryat is a highly experienced, marketing leader with a proven track record of building global CPG brands," said [Kim Rivers, Chief Executive Officer](#). "We are very excited to have Valda join the Trulieve team at this critical point of our national expansion. In the year ahead, we will rely on Valda's strong CPG and agricultural marketing expertise to maintain our market dominance and strong customer engagement in Florida as well as propel Trulieve's brand forward as we advance in the States where we have a footprint and continue our expansion as a multi-state operator."

Ms. Coryat has leveraged strategy, analytics and creativity to drive profitable brand growth at companies such as Colgate-Palmolive, Avon and Heineken. Prior to joining Trulieve, Ms. Coryat led the National Mango Board's Marketing across the consumer, retail and foodservice verticals. She received her B.A. from Duke University and MBA from Columbia University's Graduate School of Business.

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 also operates in California, Massachusetts and Connecticut. Trulieve is listed on the Canadian Securities Exchange under the symbol TRUL and trades on the OTCQX Best Market under the symbol TCNNF.

Forward-Looking Statements

This news release includes forward-looking information and statements, which may include, but are not limited to, information and statements regarding or inferring the future business, operations, financial performance, prospects, and other plans, intentions, expectations, estimates, and beliefs of the Company. Words such as "expects", "continue", "will", "anticipates" and "intends" or similar expressions are intended to identify forward-looking statements. These forward-looking statements are based on the Company's current projections and expectations about future events and financial trends that management believes might affect its financial condition, results of operations, business strategy and financial needs, and on certain assumptions and analysis made by the Company in light of the experience and perception of historical trends, current conditions and expected future developments and other factors management believes are appropriate. Forward-looking information and statements involve and are subject to assumptions and known and unknown risks, uncertainties, and other factors which may cause actual events, results, performance, or achievements of the Company to be materially different from future events, results, performance, and achievements expressed or implied by forward-looking information and statements herein. Although the Company believes that any forward-looking information and statements herein are reasonable, in light of the use of assumptions and the significant risks and uncertainties inherent in such information and statements, there can be no assurance that any such forward-looking information and statements will prove to be accurate, and accordingly readers are advised to rely on their own evaluation of such risks and uncertainties and should not place undue reliance upon such forward-looking information and statements. Any forward-looking information and statements herein are made as of the date hereof, and except as required by applicable laws, the Company assumes no obligation and disclaims any intention to update or revise any forward-looking information and statements herein or to update the reasons that actual events or results could or do differ from those projected in any forward looking information and statements herein, whether as a result of new information, future events or results, or otherwise, except as required by applicable laws.

The Canadian Securities Exchange has not reviewed, approved or disapproved the content of this news release.

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