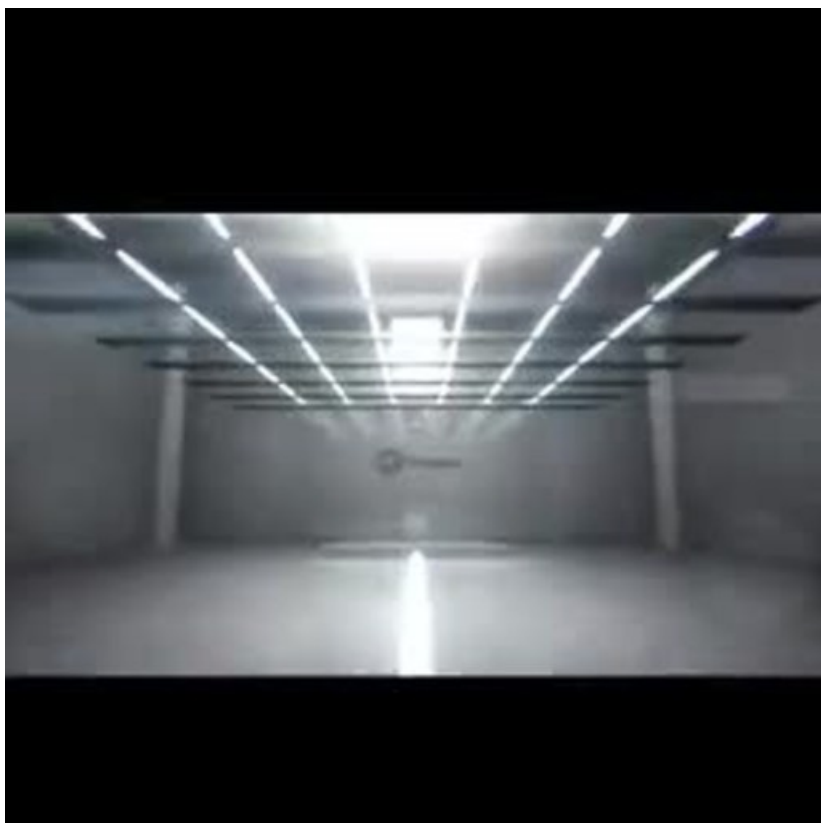


Trulieve Launches New Product Blue River™ Rosin Cart

Florida Exclusive Launch with Trulieve Represents Continued Partner Growth of Blue River's Award-Winning Products

TALLAHASSEE, FL, April 30, 2020 /CNW/ - Trulieve Cannabis Corp. (CSE: TRUL & OTC: TCNNF) ("Trulieve" or the "Company"), a leading and top-performing cannabis company in the United States, today announces the launch of a new product, Blue River™ Rosin Cart, through the successful partnership with Blue River™.

<https://www.youtube.com/watch?v=hKqcmCfCRv8>



Trulieve Launches New Product Blue River™ Rosin Cart
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Blue River™ [Rosin](#) is a strain-specific, full-spectrum, solvent-less hash oil. The Blue River™ Rosin Cart offers patients a safe, convenient, and controlled way to vaporize in a strain-specific solventless manner. Using advanced mechanical separation techniques, Blue River™ can naturally preserve a higher concentration of full-spectrum cannabinoids and terpenes without the use of water, chemical solvents, or other additives.

"Trulieve is excited to extend our partnership with Blue River, adding to their award-winning terpene extracts, THCa and other trademark branded products on Trulieve's shelves for Florida's growing patient base," said Trulieve's Chief Marketing Officer, [Valda Coryat](#). "Blue River's Rosin Cart adds to our innovative focus, delivering more effective and enhanced experiences for our Truliever community."

Commenting on the launch, Tony Verzura, CEO Blue River™ said, "Over a year ago, we installed our proprietary extraction equipment and began training the Trulieve team on our advanced mechanical separation techniques in an effort to bring our catalog of solventless products to patients

in Florida. We made history together by successfully launching Blue River™ Rosin, a strain-specific concentrate, and again with THC-A, which is made through mechanical refinement of that Rosin, and was well-received in the Florida market.

Verzura added, "Our Blue River™ Rosin Carts provide patients with a safe, convenient, and controlled way to vaporize our strain-specific solventless products, while reducing the health risks associated with smoking cannabis. The delivery method for this type of product has been in great demand, and we could not be more excited to be working with Trulieve on this thought-forward mission for the patients of Florida."

Blue River™ Rosin Cart, available in Trulieve's 46 Florida stores via online ordering for delivery or pick up in-store or curbside, offers one of the most flavorful, terpene-rich experiences available in a cartridge similar to the experience of smoking whole-flower cannabis, resulting in a rich, flavorful experience.

About Trulieve Cannabis Corp.

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.

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. 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.



Blue River cart (CNW Group/Trulieve Cannabis Corp.)



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