Trulieve Opens its First Branded Dispensary in Tucson, Arizona

Location now open; grand opening celebration on September 17

TALLAHASSEE, Fla., Sept. 10, 2022 – <u>Trulieve Cannabis Corp.</u> (CSE: <u>TRUL</u>) (OTCQX: <u>TCNNF</u>) ("Trulieve" or "the Company"), a leading and top-performing cannabis company in the United States, today announced the opening of its first Trulieve-branded dispensary in Tucson. Located at 4659 E. 22nd St., the new dispensary is now open, with ongoing hours of 7 a.m. to 10 p.m. daily.

"We are excited to add a third location in Tucson, the state's second largest market," said Trulieve Chief Executive Officer Kim Rivers. "We look forward to expanding our reach to serve the community with our high quality products and customer centric approach to cannabis."

Grand opening festivities on Saturday, Sept. 17 will include partner giveaways, deals, DJs, food trucks, and specials and discounts. The new location will offer a wide variety of popular products including Trulieve brands such as Alchemy, Avenue, Co2lors, loveli, Modern Flower, Muse, and Roll One. Customers can also choose from a broad assortment of products from partner brands including Alien Labs, Connected, and El Blunto.

Trulieve entered the Arizona market in October 2021 as part of its acquisition of Harvest Health & Recreation, Arizona's largest cannabis retailer. Over the course of the next year, existing Harvest locations will be rebranded to Trulieve. Harvest and Trulieve-affiliated dispensaries in Arizona are located in Avondale, Casa Grande, Chandler, Cottonwood, Glendale, Guadalupe, Lake Havasu, Mesa, Peoria, Phoenix, Scottsdale, Tempe, and Tucson.

For more information on store activations and locations in Arizona, please visit www.trulieve.com/dispensaries/arizona.

About Trulieve

Trulieve is an industry leading, vertically integrated cannabis company and multi-state operator in the U.S., with established hubs in the Northeast, Southeast, and Southwest, anchored by leading market positions in Arizona, Florida, and Pennsylvania. Trulieve is poised for accelerated growth and expansion, building scale in retail and distribution in new and existing markets through its hub strategy. By providing innovative, high-quality products across its brand portfolio, Trulieve delivers optimal customer experiences and increases access to cannabis, helping patients and customers to live without limits. Trulieve is listed on the CSE under the symbol TRUL and trades on the OTCQX market under the symbol TCNNF. For more information, please visit <u>Trulieve.com</u>.

Facebook: <u>@Trulieve</u>
Instagram: <u>@Trulieve</u>
Twitter: <u>@Trulieve</u>

Investor Contact

Christine Hersey, Executive Director of Investor Relations +1 (424) 202-0210
Christine.Hersey@Trulieve.com

Media Contact

Rob Kremer, Executive Director of Corporate Communications +1 (404) 218-3077

Robert.Kremer@Trulieve.com

The Felice Agency, Phoenix, AZ Ania Kubicki, 602-875-5664, ania@feliceagency.com