



Planet 13 Announces December 4th Grand Opening of Illinois Dispensary in Waukegan, just North of Chicago

Las Vegas, Nevada – November 28, 2023 – Planet 13 Holdings Inc. (CSE: PLTH) (OTCQX: PLNH) (“Planet 13” or the “Company”), a leading vertically-integrated multi-state cannabis company, today announced that its long-awaited Illinois dispensary will open on December 4, 2023. The 4,000 square foot dispensary located at 4000 Northpoint Blvd in Waukegan, 30 miles north of Chicago, will be Planet 13’s fourth dispensary and first in Illinois.

“We take pride in being recognized as a unique, experiential retailer, and we’re thrilled to introduce the renowned Planet 13 experience to the Illinois community,” said Larry Scheffler, Co-CEO of Planet 13. “We extend a warm invitation to customers to join us on opening day, where we are honored to host the Mayor of Waukegan. We will have exciting prizes and exclusive offers as we celebrate this special occasion.”

Bob Groesbeck, Co-CEO of Planet 13, expressed, “The addition of our new Illinois dispensary will be a key driver of revenue growth throughout 2024 as we ramp up sales. We have high expectations for this dispensary given the great potential of the Illinois market and our strategic placement in a shopping and entertainment district in the ‘Chicagoland’ metro area.”

The dispensary is near bustling shopping centers with diverse stores, restaurants, hotels, and a recently announced casino project. It is located off Interstate 94 between Milwaukee and Chicago, close to the Wisconsin border.

Customers can visit the store between 9 a.m. and 10 p.m. weekly. Join Planet 13’s Co-CEOs and team members for a ribbon-cutting ceremony at 10 a.m. on Monday, December 4, 2023, followed by a visit from Waukegan Mayor Ann Taylor.

For more information on Planet 13, visit the investor website (www.planet13holdings.com/investors).

About Planet 13

Planet 13 (www.planet13holdings.com) is a vertically integrated cannabis company, with award-winning cultivation, production and dispensary operations in Las Vegas and in Orange County, California. Planet 13 also holds a medical marijuana treatment center license in Florida and a Social-Equity Justice Involved dispensing license in the Chicago region of Illinois. Planet 13’s mission is to build a recognizable global brand known for world-class dispensary operations and a creator of innovative cannabis products. Licensed cannabis activity is legal in these states but remains illegal under U.S. federal law. Planet 13’s shares trade on the Canadian Securities Exchange (CSE) under the symbol PLTH and are quoted on the OTCQX under the symbol PLNH.

Forward-Looking Statements

This news release contains forward-looking information and forward-looking statements within the meaning of applicable securities laws. All statements, other than statements of historical fact, are forward-looking statements and are often, but not always, identified by phrases such as “plans”, “expects”, “proposed”, “may”, “could”, “would”, “intends”, “anticipates”, or “believes”, or variations of such words and phrases. In this news release, forward-looking statements relate to the upcoming opening of a new dispensary in Illinois. Such forward-looking statements reflect what management of the Company believes, or believed at the time, to be reasonable assumptions and accordingly readers are cautioned not to place undue reliance upon such forward-looking statements and that actual results may vary from such forward-looking statements. These assumptions, risks and uncertainties which may cause actual results to differ include, among others, those assumptions, risks and uncertainties discussed under the heading “Risk Factors” in the Company’s Annual Report on Form 10-K for the year ended December 31, 2022, and any of the Company’s subsequent periodic reports filed with the U.S. Securities and Exchange Commission at www.sec.gov and on SEDAR at www.sedar.com.

Forward-looking statements contained herein are made only as to the date of this press release and we assume no obligation to update or revise any forward-looking statements should they change, except as required by law.

No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein.

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