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Green Thumb Industries Inc. (GTI) Broadens Depth of Executive Leadership Team with Key Hires, Announces Board of Directors Update

Matt Miller joins as General Counsel, brings extensive legal and business experience from Groupon

Kate Denton joins as Senior Vice President of Marketing, brings brand building and innovation experience from PepsiCo, Kraft

Pete Kadens to step down from GTI Board of Directors to focus on philanthropic initiatives

Chicago (January 15, 2019) – Green Thumb Industries Inc. (GTI) (CSE: GTII) (OTCQX: GTBIF), a national cannabis consumer packaged goods company and owner-operator of the high growth national cannabis retail chain RISE™, today announced two key executive team hires: Matt Miller as General Counsel and Kate Denton as Senior Vice President, Marketing.

“As we continue to rapidly expand our national presence, adding top-notch leadership with valuable expertise is critical in supporting our long-term strategic goals,” said GTI Founder and Chief Executive Officer Ben Kovler. “Matt’s extensive legal and business experience with a high-growth public company and Kate’s successful career in branding and consumer packaged goods are tremendous assets for GTI. We continue to position ourselves for the future – and building a world-class team remains a high priority.”

Matt Miller: General Counsel

Bringing over 22 years of experience, Miller is a seasoned attorney and an experienced in-house counsel and business leader. Most recently, he served as Vice President, Deputy General Counsel for Groupon (NASDAQ: GRPN). During his seven-year tenure with Groupon, he built and managed teams around the globe, solved high-stakes domestic and international disputes, managed global intellectual property and employment functions, advised on regulatory and compliance matters and oversaw liability reporting related to SEC requirements for publicly traded companies.

He began his career with Jenner & Block, an AmLaw 100 Firm, and previously owned and operated his own firm, where he advised clients in a variety of industries, including technology, media, entertainment, medical, real estate, transportation and finance. Miller was recognized by Illinois Law & Politics as a Rising Star in 2010 and 2011 and was named to the Chicago Daily Law Bulletin’s “40 Illinois Attorneys Under 40 to Watch” in 2008.

He earned his J.D. *cum laude* from Loyola University Chicago School of Law and Bachelor of Arts in Philosophy from University of Wisconsin-Madison.

“I am thrilled to join GTI during such a high-growth period,” said Miller. “GTI is a clear industry leader and this is an exciting opportunity to help build the next chapters of the GTI story while navigating novel legal issues and helping to shape this industry.”

Kate Denton: Senior Vice President, Marketing

Denton has over 15 years of experience including leading and building some of America’s most iconic brands at Kraft Foods (NASDAQ: KHC) and PepsiCo (NASDAQ: PEP). During her time with PepsiCo., she re-energized brands such as Gatorade and Tropicana with innovative new product lines and led a number of traditional household brands including Taco Bell and Cool Whip while at Kraft Foods.

Most recently, Denton acted as Chief Marketing Officer of Loudpack, a California-based cannabis company known for its flagship brand, Kingpen. Previously, she was Senior Vice President of Capitol Music Group where she revolutionized the way that artists interact with brands, securing partnership opportunities for artists such as Lil Yachty, Migos, Halsey and Katy Perry.

She earned a Master of Business Administration from the Kellogg School of Management at Northwestern University and a Bachelor of Business Administration from the University of Michigan with an emphasis on Marketing and Accounting.

“GTI’s commitment to building high quality branded consumer packaged goods and the team’s intense focus on customers and community makes the company the industry leader,” said Denton. “I am excited to continue to build the current brand portfolio while launching new, innovative products as we strategically expand and scale the business.”

Board of Directors Update

The company also announces that Pete Kadens will step down from the GTI Board of Directors effective February 15, 2019. Kadens plans to pursue his philanthropic initiatives on a full-time basis, including the recently launched HOPE program in his hometown of Toledo, Ohio, which aims to fund universal preschool and college tuition for public school students.

“As I’ve participated in GTI’s expansion I am continually impressed by the development of the team and the Board,” said Kadens. “GTI has a solid foundation and it’s a great time for me to take the next steps with my philanthropic initiatives while watching GTI grow and prosper from the sidelines. I’m incredibly excited to watch GTI’s progress and will remain a strong ally for the company and an advocate for the industry.”

The board will continue to consider the optimum size and skill set of its directors and will determine whether any additions may be required.

About Green Thumb Industries:

Green Thumb Industries (GTI), a national cannabis cultivator, processor and dispensary operator, is dedicated to providing dignified access to safe and effective cannabis nationwide while giving back to the communities in which it serves. As a vertically integrated company, GTI manufactures and sells a well-rounded suite of branded cannabis products including flower, concentrates, edibles, and topicals. The company also owns and operates a rapidly growing national chain of retail cannabis stores called RISE™. Headquartered in Chicago, Illinois, GTI has 10 manufacturing facilities and licenses for 70 retail locations across nine highly regulated U.S. markets. Established in 2014, GTI employs about 500 people and serves thousands of patients and customers each year. GTI was named a Best Workplace 2018 by Crain's Chicago Business. More information is available at GTIgrows.com.

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