



goodness growth holdings[™]

Goodness Growth Holdings Subsidiary Resurgent Biosciences Files Patent for Virtual Reality Applications to Facilitate Therapeutic Psychedelic Experiences

– Technology will allow practitioners to implement consistent and controlled visual environments for psychedelic medicines –

– Agreement with Cubicle Ninjas, a leading developer of virtual reality technologies, to develop a proprietary VR product suite –

MINNEAPOLIS – June 28, 2021 – Goodness Growth Holdings, Inc. ("Goodness Growth" or the "Company") (CSE: GDNS; OTCQX: GDNSF), a physician-led, science-focused cannabis company and IP incubator, today announced that its subsidiary, Resurgent Biosciences ("Resurgent"), has filed for a U.S. patent to create an expansive suite of virtual reality ("VR") applications that can be used by practitioners during psychedelic-based therapies to enhance and guide patients through the experience and potentially create optimized, longer-lasting therapeutic outcomes.

One of the largest unmet needs in the psychedelic space is a scalable platform that will allow medical practitioners to administer psychedelic medicine remotely in a consistent and controlled environment. To address this need, Resurgent is developing a suite of VR applications that will provide customizable environments and programs for psychedelic therapy and the extensive preparation work necessary to optimize therapeutic psychedelic experiences.

"The therapeutic potential of psychedelic medicines at least partially depends on an effective preparation phase to ensure that patients are in the right mindset and in beneficial surroundings in order to create a positive experience, which is often referred to as set and setting," said Chairman and Chief Executive Officer, Kyle Kingsley, M.D. "We believe that VR programs allow practitioners to better prepare and guide patients through their experiences and may optimize therapeutic approaches with psychedelic medicines."

Resurgent has contracted with Cubicle Ninjas, a leading VR development firm in Chicago, to begin work on development of a VR suite for various technology applications for psychedelic therapies. The Cubicle Ninjas team was selected because of their extensive VR development expertise, particularly in the context of health and wellness applications.

Resurgent and Cubicle Ninjas Plan to Begin Developing the Following VR Applications:

1. **A Scalable VR Platform for Use in Psychedelic Medicine**, which will provide support for the preparation phase, the peak experience phase, and the post-experience integration phase.
2. **A Psychedelic Biofeedback VR Research Tool**, which will focus on providing users simulated psychedelic and other VR experiences coupled with extensive biofeedback data collection with the

goal of identifying digital biomarkers that may predict which patients will have the best therapeutic outcomes with psychedelic therapy.

3. **A Group Integration Experience**, which will replicate a collective, interactive, group psychedelic experience by harnessing the power of VR to bring remote users into a shared virtual space before, during, and after a peak psychedelic experience.

The applications will allow for practitioners and patients to customize and adapt VR programs based on individual needs with easy-to-use controls and settings. Resurgent expects to have working prototypes completed by the end of the year.

About Goodness Growth Holdings, Inc.

Goodness Growth Holdings, Inc., is a physician-led, science-focused holding company whose mission is to bring the power of plants to the world. The Company's operations consist primarily of its multi-state cannabis company subsidiary, Vireo Health, and its science and intellectual property incubator, Resurgent Biosciences. The Company manufactures proprietary, branded cannabis products in environmentally friendly facilities, state-of-the-art cultivation sites and distributes its products through its growing network of Green Goods™ and other retail locations and third-party dispensaries. Its teams of more than 500 employees are focused on the development of differentiated products, driving scientific innovation of plant-based medicines, and developing meaningful intellectual property. Today, the Company is licensed to grow, process, and/or distribute cannabis in eight markets and operates 17 dispensaries across the United States. For more information about Goodness Growth Holdings, please visit www.goodnessgrowth.com.

About Cubicle Ninjas

Cubicle Ninjas is a creative marketing agency with over 10 years of success creating brands, products, platforms and experiences that drive connections. The full-service creative design agency was founded to create one-of-a-kind experiences through the union of design and technology. Their world-class design and development teams innovate for Fortune 500, start-ups, non-profits, and mid-sized firms alike, crafting functionally intuitive and emotionally impactful work. For more information about Cubicle Ninjas, please visit www.cubicleninjas.com.

Contact Information

Investor Inquiries:

Sam Gibbons
Vice President, Investor Relations
samgibbons@vireohealth.com
(612) 314-8995

Media Inquiries:

Albe Zakes
Vice President, Corporate Communications
albezakes@vireohealth.com
(267) 221-4800

Forward-Looking Statement Disclosure

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The statements in this press release are made as of the date of this release. The Company disclaims any intent or obligation to update any forward-looking information, whether as a result of new information, future events or results, or otherwise, other than as required by applicable securities laws.