

Jushi Holdings Inc. Supports Governor Andrew Cuomo’s Intelligent and Timely Approach to Cannabis Legalization

Boca Raton, Florida - September 26, 2019 - Jushi Holdings Inc. ("Jushi" or the "Company") (NEO: JUSH.B) (OTCQX: JUSHF), a globally-focused, multi-state cannabis and hemp operator, today responded to New York Governor Andrew Cuomo’s support for undertaking a regional approach to adult-use cannabis legalization beginning with a summit scheduled for October 17, 2019.

“The Governor’s cooperative, regional-based approach to address critical public health and safety issues announced yesterday is a refreshing illustration of smart, effective governance” said Jushi CEO and Chairman Jim Cacioppo. A nationwide consumer safety void, largely the result of federal inaction, has fostered rapidly developing markets for cannabinoid products governed in some instances by a patchwork of inconsistent state regulation and in other instances by no regulation at all. This environment invites introduction of potentially harmful products into conventional commercial channels by unscrupulous profiteers and bad actors in a manner that both threatens public welfare and handicaps the ability of responsible, reputable firms like Jushi to create legitimate new industries and generate economic value for the states and localities in which they operate.

New York has a long and distinguished tradition as a leader in protecting public health and consumer safety, and yesterday’s announcement evidences another example of the State stepping forward to protect its citizens through a safety-focused initiative. Jushi appreciates the Governor’s efforts, and welcomes the development and implementation of an effective body of stringent safety-regulation, and particularly sensible and consistent regulation addressing traffic safety, product safety, manufacturing safety, implementation of labeling conventions, advertising restrictions, and application of on an industry-wide basis, including to retail sales of hemp-derived CBD products. States that expeditiously bring clarity to the legal and regulatory landscape will attract billions of dollars in capital investment and commensurate job creation by top-tier, state-of-the-art operators, and Jushi applauds the Governors for having the foresight and courage to move this important initiative forward.

About Jushi Holdings Inc.

We are a globally-focused cannabis and hemp company led by an industry leading management team. In the United States Jushi is focused on building a multi-state portfolio of branded cannabis and hemp-derived assets. For more information please visit www.jushico.com or our social media channels, [Instagram](#), [Facebook](#), [Twitter](#) and [LinkedIn](#).

Forward-Looking Information and Statements

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute "forward-looking statements" within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company’s beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company’s control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as “plans”, “expects” or “does not expect”, “is expected”, “budget”, “scheduled”, “estimates”, “forecasts”, “intends”, “anticipates” or “does not anticipate”, or “believes”, or variations of such words and phrases or may contain statements that certain actions, events or results “may”, “could”, “would”, “might” or “will be taken”, “will continue”, “will occur” or “will be achieved”. The forward-looking information and forward-looking statements contained herein may include, but are not limited to, information concerning the expectations regarding Jushi, or the ability of Jushi to successfully achieve business objectives, and expectations for other economic, business, and/or competitive factors.

By identifying such information and statements in this manner, the Company is alerting the reader that such information and statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such information and statements. In addition, in connection with the forward-looking information and forward-looking statements contained in this press release, the Company has made certain assumptions. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information and statements are the following: the ability of Jushi to successfully achieve business objectives, including with regulatory bodies, employees, suppliers, customers and competitors; changes in general economic, business and political conditions, including changes in the financial markets; changes in applicable laws; and compliance with extensive government regulation, as well as other risks and uncertainties which are more fully described in the Company's Filing Statement dated May 31, 2019 and other filings with securities and regulatory authorities which are available at www.sedar.com. Should one or more of these risks, uncertainties or other factors materialize, or should assumptions underlying the forward-looking information or statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected.

Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf is expressly qualified in its entirety by this notice.

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