

July 28, 2021

# Jushi

## Jushi Holdings Inc. Collaborates with Actor Colin Hanks to Bring His Namesake Kerchiefs Accessory Line, 'Hanks Kerchiefs,' to Cannabis Consumers

Actor Colin Hanks Partners with Cannabis Company Jushi Holdings Inc.



Video courtesy of Jushi Holdings Inc. Andreas Neumann.

*Wearable Art Kerchiefs Line Is Available Nationwide at [shop.jushico.com](https://shop.jushico.com) and Select BEYOND / HELLO™ Retail Locations with a Portion of Each Sale Supporting Several Charities*

BOCA RATON, Fla., July 28, 2021 (GLOBE NEWSWIRE) -- [Jushi Holdings Inc.](#) (“Jushi” or the “Company”) ([CSE: JUSH](#)) ([OTCQX: JUSHF](#)), a vertically integrated, multi-state

cannabis operator, announced it partnered with [Colin Hanks](#) to bring his handkerchief line, [Hanks Kerchiefs](#), to select [BEYOND / HELLO™](#) retail stores. The collaboration expands on Jushi's vision for BEYOND / HELLO™ to work with new and like-minded partners to build the Company's brand into a modern retail leader that blends exclusive and unique offerings with cultural experiences.

The line of kerchiefs created by the actor, producer and director is now available for purchase at select BEYOND / HELLO™ dispensary locations, as well as online nationwide at [Shop Jushi](#). In addition, a portion of each Hanks Kerchiefs sold will support several charities such as [Homes for Our Troops](#), a nonprofit organization that builds homes for veterans.

“Personally, I’ve always been a huge fan of Colin as an actor, director and producer,” said [Jushi Chief Executive Officer, Chairman and Founder Jim Cacioppo](#). “When I was introduced to his Hanks Kerchiefs line and the brand’s artistic designs, I knew this was the perfect opportunity to bring a bit of timeless style to cannabis consumers. As we move forward on our journey to redefine the cannabis experience, we look forward to providing our customers cool and unique new music, art, fashion and cultural experiences that complement our modern cannabis retail environments. We believe our customer-focused retail approach combined with our expertise in cultivating and producing high-quality cannabis products will not only deliver added value for our Company and shareholders, but also our growing base of consumers in our key markets across the country.”

Commenting on the collaboration, Colin Hanks added, “My collaboration with Jushi is a great opportunity to bring my handkerchief line to a new group of like-minded consumers in a store environment. Hanks Kerchiefs fits with the overall vibe of what BEYOND / HELLO™ represents. There’s something about it that just seemed like a no-brainer. With pretty much one bounce of the ball, we got this collaboration up -- and it’s been really exciting to see Hanks Kerchiefs in this new retail setting. With so many options in today’s world, it’s unique to discover something that brings a sense of newfound comfort. For me, handkerchiefs have always provided that calm, and my hope is that they deliver the same sense of calm to BEYOND / HELLO™ customers.”

Colin Hanks, who is known for his roles in *Orange County*, *Jumanji: The Next Level* and TV’s *Life in Pieces*, as well as for directing *All Things Must Pass: The Rise and Fall of Tower Records* and *Eagles of Death Metal: Nos Amis*, created Hanks Kerchiefs in 2018. The artist worked with [Anderson Brothers Design and Supply](#), who are known for producing the men’s clothing line, [Tankfarm and Co.](#), among others. Hanks Kerchiefs original designs can be worn as wearable, fashion-forward art or used for an endless array of practical purposes. Today, the brand can be spotted around the world on men, women, workers, outdoor enthusiasts, rock stars and celebrities alike. For more information, visit [hankskerchiefs.com](#), [BEYOND / HELLO™](#) and [Shop Jushi](#).

Photos accompanying this announcement are available at

<https://www.globenewswire.com/NewsRoom/AttachmentNg/ede04e03-8b2f-42d0-9ca7-caabdbd517ad>

<https://www.globenewswire.com/NewsRoom/AttachmentNg/8842fa9f-3cd7-487e-8189->

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A video accompanying this release is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/46c1016d-ed4a-42c1-addc-073c5fe5586c>

### **About Hanks Kerchiefs**

Hanks Kerchiefs is an American-made namesake handkerchief line created by the actor, producer and director, Colin Hanks. With a portion of each sale going to a specific charity, giving back is baked into Hanks Kerchiefs' DNA. Each Hanks Kerchiefs is made in California in partnership with Anderson Brothers Design and Supply. For more information, visit <https://hankskerchiefs.com>.

### **About Jushi Holdings Inc.**

We are a vertically integrated cannabis company led by an industry-leading management team. In the United States, Jushi is focused on building a multi-state portfolio of branded cannabis assets through opportunistic acquisitions, distressed workouts and competitive applications. Jushi strives to maximize shareholder value while delivering high-quality products across all levels of the cannabis ecosystem. For more information, visit [jushico.com](http://jushico.com) or [BEYOND / HELLO™](#) on [Instagram](#) and [Facebook](#).

### **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 conditions but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, involve estimates, projections, plans, goals, forecasts, and assumptions that may prove to be inaccurate. As a result, actual results could differ materially from those expressed by such forward-looking statements and such statements should not be relied upon. 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 certain expectations and 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 and/or timely 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 Management, Discussion and Analysis for the three months ended March 31, 2021, and other filings with securities and regulatory authorities which are available at [www.sedar.com](http://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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The logo for Jushi, featuring the word "Jushi" in a bold, dark blue serif font. A small blue dot is positioned to the left of the letter "J".

**Actor Colin Hanks' California-Made Hanks Kerchiefs Line Displayed at BEYOND / HELLO™ Santa Barbara**



**Actor Colin Hanks collaborates with cannabis company, Jushi Holdings Inc. (CSE: JUSH) (OTCQX: JUSHF), to bring his namesake handkerchief line, Hanks Kerchiefs, to cannabis consumers. With a portion of each sale going to charities, cannabis consumers can purchase the California-made accessories line online nationwide via <https://shop.jushico.com/>, as well as at select BEYOND / HELLO™ dispensaries. Hanks Kerchiefs displayed at BEYOND / HELLO™ Santa Barbara in Southern California.**

**Colin Hanks Collaborates with Cannabis Company, Jushi Holdings; Sports His Hanks Kerchiefs Line on Pick-Up Truck in Southern California**



**Actor Colin Hanks collaborates with cannabis company, Jushi Holdings Inc. (CSE: JUSH) (OTCQX: JUSHF), sports his American-made handkerchief line, Hanks Kerchiefs, on pick-up truck in Southern California. Commenting on the partnership, Hanks said: “My collaboration with Jushi is a great opportunity to bring my handkerchief line to a new group of like-minded consumers in a store environment.”**

Source: Jushi Holdings Inc.