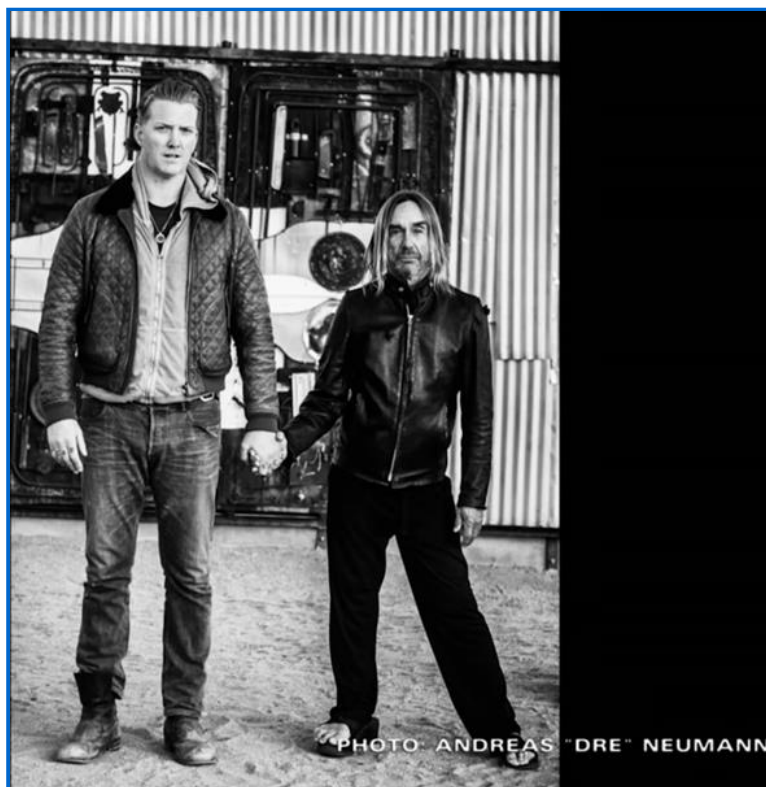




## Jushi Holdings Inc.'s Chief Creative Director, Andreas Neumann, Spotlitged on PBS in *ICON: Music Through the Lens* Currently Airing on PBS, PBS.org and the PBS Video App

Jushi Holdings Inc.'s Chief Creative Director, Andreas Neumann, Spotlitged on PBS in *ICON: Music Through The Lens*



Andreas Neumann, Chief Creative Director of Jushi Holdings Inc. (CSE: JUSH) (OTCQX: JUSHF), is featured in a new series that takes viewers through the world of music photography, covering its history and cultural impact: *ICON: Music Through The Lens* presented by Cinefromage & Mercury Studios. Currently airing nationwide during prime-time slots on PBS, PBS.org and the PBS Video App, the six-part series charts the lives and unique experiences of the men and women who have documented popular music in images. Mr. Neumann is spotlighted in two episodes, including the third and fifth, which are scheduled to air on Friday, August 13th.

*The Six-Part Series Features the World's Best-Known Music Photographers, Musicians, and others including Mr. Neumann, in an Eye-Opening Thrill Ride through the Amazing World of Music Photography*

BOCA RATON, Fla., Aug. 12, 2021 (GLOBE NEWSWIRE) -- [Jushi Holdings Inc. \("Jushi" or the "Company"\)](#) (CSE: [JUSH](#)) (OTCQX: [JUSHF](#)), a vertically integrated, multi-state cannabis operator, announced its [Chief Creative Director, Andreas \("Dre"\) Neumann](#), is featured in a new series that takes viewers on an eye-opening thrill ride through the amazing world of music photography, covering its history and cultural impact: [ICON: Music Through The Lens](#) presented by [Cinefromage & Mercury Studios](#), directed by Dick Carruthers and produced by Gered Mankowitz.

Currently airing nationwide during prime-time slots on PBS, [PBS.org](#) and the [PBS Video App](#), the new six-part series charts the fascinating lives and unique experiences of the men and women, including Neumann, who have documented popular music in images, from the earliest darkrooms to the fast-evolving digital landscapes of the present day. Each hour-long episode of *ICON* examines an individual facet of the genre.

Mr. Neumann is spotlighted in two episodes, including the third and fifth, which are scheduled to air on Friday, August 13<sup>th</sup>. Posing the question "What makes an image iconic?", the series seeks answers through studio portraits, record sleeves, music magazines, live shows, exhibitions, social media, coffee table books and the fine art world, to end with another question: "What does the future hold for music photography?"

"We are super excited to see our Chief Creative Director, Dre, featured in this PBS series alongside such accomplished artists," said Jim Cacioppo, Chief Executive Officer, Chairman and Founder of Jushi. "He's a master at solving creative challenges and keeping pace with the ever-moving targets in our evolving industry. As Josh Homme says about Dre in *ICON*, 'if there's a problem, the problem has a problem, because it's getting solved.'"

Dre has worked with household names such as Anthony Bourdain, Foo Fighters, Mark Ronson, Queens of the Stone Age, Iggy Pop, The Arctic Monkeys, Mark Wahlberg, Johnny Depp, Pelé and many others. He has released the award-winning

book, *Lucha: A Tribute*, and was recognized by The Recording Academy for his participation as a photographer on *Desert Sessions Vols. 11 & 12*, which won a 2020 GRAMMY Award for Best Recording Package. Dre has also been an award-winning innovator and disruptor in both the advertising and technology industries over the last three decades.

"One important thing to remember about iconic images is that they're made with the same tools that nearly everyone has access to these days," said Neumann. "The barrier for entry has been lowered to your own innovation, and those limitations might just be the inspiration you need to make something great. With the cannabis industry being so new, we often don't have a precedent for the work we do. There are times when it comes down to making something from nothing. When you add the fact that the business is ever-changing, it becomes crucial to be agile in how you solve problems and make the right creative calls. There isn't a blueprint for these decisions -- we're making the blueprint right now."

A video accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/14533207-26c4-4423-aba3-5d0b71cb0b7e>

#### **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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