



## **Ayr Wellness Adds to Florida Footprint, Opens New Dispensary in West Pensacola**

**MIAMI, September 20, 2021**— Ayr Wellness Inc. (CSE: AYR.A, OTC: AYRWF) (“Ayr” or the “Company”), a leading vertically integrated cannabis multi-state operator (“MSO”), today announced the opening of Liberty Health Sciences West Pensacola, the Company’s 41<sup>st</sup> operating dispensary in Florida.

The West Pensacola dispensary is located at 2146 W. 9 Mile Rd, Pensacola, Florida. The 1,330 sq. ft. retail store expands the Company’s presence in the important Pensacola market, the westernmost city in the Florida Panhandle and one of the largest metropolitan areas in the Gulf Coast region with a population of over 500,000.

The new location features LHS’s expanded selection of flower strains, in addition to the Company’s recently launched Origyn concentrates, Big Pete’s Cookies and Secret Orchard vape cartridges.

Jonathan Sandelman, CEO of Ayr, said, “We continue to increase our retail footprint in Florida, now 41 stores, enabled by the improvements that we have made to our Gainesville cultivation facility. We continue to improve the overall consumer experience to reach Ayr’s high standards and are very proud of the progress that our team has made in the short time that we’ve owned the business.”

The Florida medical marijuana market continues to show robust growth, with the Florida Office of Medical Marijuana Use reporting over 612,000 registered patients as of September 17, 2021, up ~47% year-over-year.

### **Forward-Looking Statements**

Certain information contained in this news release may be forward-looking statements within the meaning of applicable securities laws. Forward-looking statements are often, but not always, identified by the use of words such as “target”, “expect”, “anticipate”, “believe”, “foresee”, “could”, “would”, “estimate”, “goal”, “outlook”, “intend”, “plan”, “seek”, “will”, “may”, “tracking”, “pacing” and “should” and similar expressions or words suggesting future outcomes. This news release includes forward-looking information and statements pertaining to, among other things, Ayr’s future growth plans. Numerous risks and uncertainties could cause the actual events and results to differ materially from the estimates, beliefs and assumptions expressed or implied in the forward-looking statements, including, but not limited to: anticipated strategic, operational and competitive benefits may not be realized; events or series of events, including in connection with COVID-19, may cause business interruptions; required regulatory approvals may not be obtained; acquisitions may not be able to be completed on satisfactory terms or at all; and Ayr may not be able to raise additional debt or equity capital. Among other things, Ayr has assumed that its businesses will operate as anticipated, that it will be able to complete acquisitions on reasonable terms, and that all required regulatory approvals will be obtained on satisfactory terms and within expected time frames.

Estimates and assumptions involve known and unknown risks and uncertainties that may cause actual results to differ materially. While Ayr believes there is a reasonable basis for these assumptions, such estimates may not be met. These estimates represent forward-looking information. Actual results may vary and differ materially from the estimates.

### **About Ayr Wellness**

Ayr is an expanding vertically integrated, U.S. multi-state cannabis operator, focused on delivering the highest quality cannabis products and customer experience throughout its footprint. Based on the belief that everything



starts with the quality of the plant, the Company is focused on superior cultivation to grow superior branded cannabis products. Ayr strives to enrich consumers' experience every day through the wellness and wonder of cannabis.

Ayr's leadership team brings proven expertise in growing successful businesses through disciplined operational and financial management, and is committed to driving positive impact for customers, employees and the communities they touch. For more information, please visit [www.ayrwellness.com](http://www.ayrwellness.com).

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