

4Front Ventures Corp. Retains Kin Communications for Investor Relations Services

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Phoenix - October 30, 2020 - [4Front Ventures Corp. \(CSE: FFNT\) \(OTCQX: FFNTF\)](#) ("4Front" or the "Company") announces that it has retained Kin Communications Inc. ("Kin") to provide investor relations services within Canada to the Company.

Kin is assisting the Company in increasing public awareness by managing the Company's corporate communications, marketing endeavors, and ongoing engagement with shareholders, finance professionals, and media. Terms of the agreement include fees of CDN \$12,500, plus GST, on a monthly basis, and will issue Kin 500,000 subordinate voting share purchase warrants (the "warrants"), exercisable into subordinate voting shares of the Company at an exercise price of CDN \$0.80. The Warrants shall be exercisable until the earlier of sixty (60) months from the Effective Date, and twelve (12) months from the date of the termination of the Agreement.

Arlen Hansen, President & CEO of Kin noted, "We are excited to announce we are working with 4Front, an emerging leader with proven operational experience in the rapidly growing US recreational cannabis market. Both Kin and 4Front share the same laser focus on execution and we are thrilled to be assisting with their communication needs at such a pivotal time for the Company."

About Kin Communications

Kin Communications is a boutique, privately owned and operated investor relations firm that directly assists and advises emerging-growth companies across the full spectrum of their investor relations functions.

About 4Front Ventures Corp.

4Front (CSE: FFNT) (OTCQX: FFNTF) is a national multi-state cannabis operator and retailer, with a market advantage in mass-produced, low-cost quality branded cannabis products. 4Front manufactures and distributes a portfolio of over 25 cannabis brands including Marmas, Crystal Clear, Funky Monkey, Pebbles, and the Pure Ratios wellness collection, distributed through retail outlets and their chain of strategically positioned Mission branded dispensaries.

Headquartered in Phoenix, Arizona, 4Front has operations in Illinois, Massachusetts, California, Michigan and Washington state. From plant genetics to the cannabis retail

experience, 4Front's team applies expertise across the entire cannabis value chain. For more information, visit 4Front's website www.4frontventures.com.

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This news release does not constitute an offer to sell or a solicitation of an offer to sell any of the securities in the United States.

Forward Looking Statements

Statements in this news release that are forward-looking statements are subject to various risks and uncertainties concerning the specific factors disclosed here and elsewhere in 4Front Ventures' periodic filings with securities regulators. When used in this news release, words such as "will, could, plan, estimate, expect, intend, may, potential, believe, should," and similar expressions, are forward-looking statements.

Forward-looking statements may include, without limitation, statements related to future developments and the business and operations of 4Front Ventures, statements regarding when or if transactions will close or if/when required conditions to closing are attained, the impact of the transactions on the business of 4Front and other statements regarding future developments of the business. The closing of the transactions

described in this news release is subject to customary conditions and there can be no guarantee that such transactions will close.

Although 4Front Ventures has attempted to identify important factors that could cause actual results, performance or achievements to differ materially from those contained in the forward-looking statements, there can be other factors that cause results, performance or achievements not to be as anticipated, estimated or intended, including, but not limited to: dependence on satisfying closing conditions, [obtaining regulatory approvals]; and engagement in activities currently considered illegal under U.S. federal laws; change in laws; limited operating history; reliance on management; requirements for additional financing; competition; hindering market growth and state adoption due to inconsistent public opinion and perception of the medical-use and adult-use marijuana industry and; regulatory or political change.

There can be no assurance that such information will prove to be accurate or that management's expectations or estimates of future developments, circumstances or results will materialize. As a result of these risks and uncertainties, the results or events predicted in these forward-looking statements may differ materially from actual results or events.

Accordingly, readers should not place undue reliance on forward-looking statements. The forward-looking statements in this news release are made as of the date of this release. 4Front Ventures disclaims any intention or obligation to update or revise such information, except as required by applicable law, and 4Front Ventures does not assume any liability for disclosure relating to any other company mentioned herein.