



## New Leaf Ventures to Acquire Willies Reserve License Rights in Washington State

VANCOUVER, British Columbia, June 29, 2021 (GLOBE NEWSWIRE) -- **New Leaf Ventures Inc.** (CSE: NLV) (OTC: NLVVF) ("New Leaf," "NLV" or the "Company"), a management and investment organization dedicated to evaluating, investing, and accelerating advanced stage operations in the North American Cannabis sector, wishes to advise that its wholly-owned subsidiary, New Leaf USA, Inc. ("[New Leaf USA](#)") is pleased to announce it has entered into an LOI to obtain exclusive licensing rights within Washington State with Denver, Colorado-based GCH Inc., developers of renowned cannabis brand "WILLIE'S RESERVE™."

The announcement today, encompasses exclusive rights to source, manufacture, distribute, and market the entire lineup of Willie's Reserve and Harvest products in Washington State.

Co-founded by renowned singer-songwriter and cannabis pioneer Willie Nelson in 2015, GCH USA created the iconic [Willies Reserve](#) brand which has become widely recognized for its commitment to the celebration of what is possible when enthusiasts and experts join forces to collaborate. WILLIE'S RESERVE™ embraces the natural diversity of the plant, the range of cultivation methods, and the spectrum of effects cannabis creates.

Robert (Dax) Colwell, CEO, New Leaf USA & Director, New Leaf Ventures Inc. comments, "Exclusive distribution rights for Willies Reserve in our region is truly momentous for us. We know there are many consumers who are already dedicated fans of these products, and we are committed to introducing it to the rest of Washington as quickly as possible. The whole story: the founder, the principles behind the sourcing and manufacture, as well as the dedication and commitment to a superior product makes for a wonderful sales and marketing opportunity. Having a quality nationally recognized brand join our existing product mix will undoubtedly interest other brand distributors looking for partnership opportunities. We are a growing team that understands consumer interest in our marketplace and look forward to embracing other creative and strategic growth initiatives in Washington and beyond."

### **About New Leaf Ventures Inc.** (CSE: NLV) (OTC: NLVVF)

New Leaf Ventures Inc. is developing a cannabis sector-based scalable securities concept of focused financing and applied management to achieve earnings growth through targeted investment. The Company's flagship enterprise is New Leaf USA and its subsidiaries, which provide licenses, consulting services, real property, intellectual property and equipment for lease and ancillary services to a Washington-based Tier 3 Producer/Processor focused on cultivating, growing, processing, packaging, and distributing cannabis and cannabis related products. Find out more at: <https://newleafventuresinc.com/>.

For further information, please contact:

New Leaf Ventures Inc.

Invictus Investor Relations

Tel: +1 (604) 330-9220

Email: [investors@newleafventuresinc.com](mailto:investors@newleafventuresinc.com)

### **Forward Looking Statement**

This news release contains statements and information that, to the extent that they are not historical fact, may constitute "forward-looking information" within the meaning of applicable securities legislation. Forward-looking information may include financial and other projections, as well as statements regarding future plans, objectives, or economic performance, or the assumption underlying any of the foregoing. In some cases, forward-looking statements can be identified by terms such as "may", "would", "could", "will", "likely", "except", "anticipate", "believe", "intend", "plan", "forecast", "project", "estimate", "outlook", or the negative thereof or other similar expressions concerning matters that are not historical facts. Forward-looking information is based on the assumptions, estimates, analysis and opinions of management made in light of its experience and its perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable in the circumstances at the date that such statements are made, but which may prove to be incorrect. Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to differ materially from any future results, performance or achievements expressed or implied by the forward-looking information. Accordingly, readers should not place undue reliance on any such forward-looking information. Further, any forward-looking information speaks only as of the date on which such statement is made. New factors emerge from time to time, and it is not possible for the Company's management to predict all of such factors and to assess in advance the impact of each such factor on the Company's business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking information. The Company does not undertake any obligation to update any forward-looking information to reflect information or events after the date on which it is made or to reflect the occurrence of unanticipated events, except as required by law, including securities laws.

***The CSE does not accept responsibility for the adequacy or accuracy of this release.***