

Cresco Labs Assembles Consumer Marketing Dream Team with Appointments of Beverage Branding All-Stars

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Cory Rothschild Named Vice President of Brand Marketing and Cris Rivera Named Vice President of Consumer Experience

CHICAGO--(BUSINESS WIRE)-- **Cresco Labs** (CSE: CL), one of the largest vertically integrated multistate cannabis operators in the United States, today announced two new vice president appointments that will accelerate the company's aspiration to become the leading brand builder within the cannabis industry. Cory Rothschild, former Director of Consumer Engagement for Gatorade, a PepsiCo company, was named Vice President of Brand Marketing. Cris Rivera, previously a Senior Director of Marketing for MillerCoors, was named Vice President of Consumer Experience.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20181207005050/en/>

Cresco Labs hires two seasoned marketing executives as vice presidents; Cory Rothschild (left) and Cris Rivera (Right) to accelerate the company's growth in the cannabis industry. (Photo: Business Wire)

"Cory and Cris have established strong reputations as top influencers and builders in the areas of branding, consumer

marketing and product innovation, each for world-class, beverage brands," said Charles Bachtell, CEO of Cresco Labs. "At Gatorade, Cory was instrumental in developing the brand strategy and marketing agenda that led to some of the most successful campaigns for one of America's most iconic brands. We are thrilled to have Cory at the helm of building our portfolio of brands that we believe will become America's most iconic cannabis brands. At

MillerCoors, Cris led brand turnarounds and expansion of America’s favorite beer brands—Coors Light, Miller Lite and Blue Moon. We are thrilled to have Cris lead the charge in developing world class retail products for cannabis shoppers and breakthrough consumer activations for Cresco Labs brands.

“With Cory and Cris joining our recent all-star hires, former Global Creative Director for Nike Scott Wilson as Chief Experience Officer, and Lifeway Foods Todd West as Senior Vice President of Product Development and Commercialization, we truly have a dream team of professionals in the crucial strategic areas of marketing and consumer engagement. These brand innovators will be great assets to our retail and marketing teams and will add sharp perspective to our consumer experience strategies,” Bachtell concluded.

Cory Rothschild

Prior to joining Cresco, Cory spent the past five years at PepsiCo as a leader within the Gatorade business unit, most recently as the Director of Consumer Engagement, where he led integrated campaign communication, media planning and execution, branded content, and experiential activation across consumer touch points. In 2015 and 2016, Cory helped guide the turnaround of Propel, a workout water brand, to become the fastest growing enhanced water in the category. Prior to his roles in brand marketing at Gatorade and Propel Water, Cory developed a passion for brand building as a Principal at The Parthenon Group, a management consulting firm. Cory graduated from Duke University and received his MBA from Harvard Business School, where he graduated with distinction and was the recipient of the Dean's Award.

Cris Rivera

Prior to joining Cresco, Cris spent eight years at MillerCoors managing the company’s most iconic brands from Miller Lite to Blue Moon. He led the repositioning of Miller Lite that resulted in one of the most significant brand turnaround stories in the past decade. AdAge named Cris one of top influencers in the media, marketing and technology space and he was featured in Hispanic Executive for his innovative multicultural marketing for Coors Light. Prior to MillerCoors, Cris began his career in consumer packaged goods at PepsiCo, working in innovation, retail marketing, and communications for Tropicana Juices. Cris graduated from Duke University and received his MBA from the Tuck School of Business at Dartmouth College.

About Cresco Labs, LLC:

Cresco Labs, based in Chicago, is a leading U.S. cannabis company with experienced management, access to capital and a demonstrated growth strategy. As a differentiated grower, processor and retailer of premium cannabis operating in seven states, the company focuses on entering markets with outsized demand potential, significant

supply constraints and high barriers to entry. Its impressive speed-to-market gives Cresco a distinct competitive advantage as it replicates its model to expand its national footprint. Cresco's proven ability to execute is complemented by a cutting-edge brand strategy spearheaded by several of the brightest minds in consumer marketing in the nation. Cresco's products are tailored to all major consumer segments: everyday cannabis, medicinally focused, connoisseur grade, and chef inspired edibles by James Beard Award-winning pastry chef Mindy Segal. Learn more about Cresco Labs at crescolabs.com.

Forward Looking Statements

This press release contains "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 condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as, 'may,' 'will,' 'should,' 'could,' 'would,' 'expects,' 'plans,' 'anticipates,' 'believes,' 'estimates,' 'projects,' 'predicts,' 'potential' or 'continue' or the negative of those forms or other comparable terms. The Company's forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the Company's actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements, including but not limited to: the illegality of the Company's business at the U.S. federal level and the risk of prosecution; the U.S. State level regulatory uncertainty; clearing of the securities; risks to Canadian investors being barred from entering the U.S.; restricted access to banking; the availability of additional financing; the lack of approval by the U.S. Food and Drug Administration; constraints on marketing products; limited trademark protection; unfavorable tax treatment; the tax classification of the Company in the U.S.; lack of access to U.S. bankruptcy protections; proceeds of crime statutes; liability and enforcement; risks inherent in the agricultural business; environmental risks and regulations; access to third-party service providers; product liability; personal information breaches; liability for fraudulent or illegal activity by employees, contractors and consultants; the Company's limited operating history; the difficulty quantifying the target market; planned expansion; the limited market for securities; security risks; public and consumer perceptions; contracts may not be legally enforceable; restricted transfer of securities; voting control; reliance on management; risks related to the Illinois Medical Cannabis Pilot Program; reliance on management; the risks discussed under "Risk Factors" in the company's CSE Listing Statement filed with SEDAR; and other factors, many of which are beyond the control of the Company. Readers are cautioned that the foregoing list of factors is not exhaustive. Because of these uncertainties, you should not place undue reliance on the Company's forward-looking statements. No assurances are given as to the future trading price or trading volumes of Cresco's shares.

The Company does not intend to update any of these factors or to publicly announce the result of any revisions to any of the Company's forward-looking statements contained herein, whether as a result of new information, any future event or otherwise. Except as otherwise indicated, this press release speaks as of the date hereof. The distribution of this press release does not imply that there has been no change in the affairs of the Company after the date hereof or create any duty to update or supplement any information provided in this press release or otherwise.

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