

Cresco Labs' Bestselling Flagship Brand Cresco Launches in Florida

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The multi-market leading vape & concentrate brand arrives in its ninth market

CHICAGO--(BUSINESS WIRE)-- **Cresco Labs** (CSE:CL) (OTCQX:CRLBF) ("the Company"), a vertically integrated multistate operator and the No. 1 U.S. wholesaler of branded cannabis products, announced today the expansion of its flagship brand, **Cresco**, to Florida. The multi-market leading vape and concentrate brand arrives with a robust lineup of Live Resin products available exclusively at all Sunnyside dispensaries.

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

<https://www.businesswire.com/news/home/20220920005545/en/>

Cresco Labs' flagship Cresco brand arrives at Sunnyside Florida stores with an expansive lineup of Liquid Live Resin vape (pictured) and Live Resin concentrates products. (Photo: Business Wire)

"We're expanding our retail locations and product diversity to better serve Florida patients.

The introduction of our Cresco

brand, the most sold vape and concentrate brand in the United States, is an exciting addition to our robust Sunnyside Florida product assortment," said Greg Butler, Chief Commercial Officer at Cresco Labs. "We're confident our patients will enjoy the premium quality and consistent experiences delivered by Cresco's many products."

Cresco is now available in California, Arizona, Illinois, Michigan, Ohio, Maryland, Pennsylvania, Massachusetts and Florida. The premium brand offers one of the widest assortments of forms in the Company's brand portfolio, ranging from flower and pre-rolls to concentrates and vapes.

Cresco's Liquid Live Resin ("LLR") is unique and fundamentally different from other vape products because the

Company uses a patented post-extraction process that starts with a single cannabis strain harvested and extracted at peak freshness and results in the preservation of the strain's original full-spectrum effects, flavor and terpenes. The cannabis oil is pure; nothing is added or taken away.

Cresco's LLR is the No. 1 bestselling vape cart in Illinois and Pennsylvania. Its Live Resin concentrates are No. 1 in Pennsylvania and No. 2 in Illinois, as of the most recent data from the second quarter of 2022 according to BDSA.

Sunnyside Florida patients can purchase Cresco 500mg LLR vape carts and 1g Live Resin budder and sugar concentrates. The brand will soon expand to include 1g LLR vape carts, Live Resin sauce and all-new THCa crushed diamonds concentrates. Sunnyside patients have access to one of the widest selections of products from the Company's One Plant, Supply, Good News, Remedi and Sunnyside Chews brands.

For more information on the Cresco brand, visit www.crescocannabis.com.

About Cresco Labs Inc.

Cresco Labs is one of the largest vertically integrated multistate cannabis operators in the United States, with a mission to normalize and professionalize the cannabis industry. Employing a consumer-packaged goods ("CPG") approach, Cresco Labs is the largest wholesaler of branded cannabis products in the U.S. Its brands are designed to meet the needs of all consumer segments and comprised of some of the most recognized and trusted national brands including Cresco, High Supply, Mindy's Edibles, Good News, Remedi, Wonder Wellness Co. and FloraCal Farms. Sunnyside, Cresco Labs' national dispensary brand, is a wellness-focused retailer created to build trust, education and convenience for both existing and new cannabis consumers. Recognizing that the cannabis industry is poised to become one of the leading job creators in the country, Cresco Labs operates the industry's largest Social Equity and Educational Development initiative, SEED, which was established to ensure that all members of society have the skills, knowledge and opportunity to work and own businesses in the cannabis industry. Learn more about Cresco Labs at www.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 those 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, nor as to the Company's financial performance in future financial periods. 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 or commitment to update or supplement any information provided in this press release or otherwise.

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