

Cresco Labs Expanding Local Workforce to Hire Displaced Workers; Providing Extra Support to Employees in Response to COVID-19

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CHICAGO--(BUSINESS WIRE)-- **Cresco Labs** (CSE:CL) (OTCQX:CRLBF) (“Cresco Labs” or “the Company”), one of the largest vertically integrated multistate cannabis operators in the United States, today announced it is hiring retail positions for its Sunnyside dispensaries throughout Illinois in an effort to shore up its teams and provide patients and customers in its communities with the cannabis products they need. The Company will focus recruitment efforts on local industries significantly impacted by COVID-19, including hospitality and restaurant service workers. In addition, the Company has added an essential pay program and additional support to current employees working in cultivation centers, distribution facilities and dispensaries.

Charlie Bachtell, Cresco Labs’ CEO and Co-Founder, said, “The COVID-19 pandemic has altered the daily lives and disrupted the livelihoods of everyone in this country, with some communities, groups and individuals impacted more than others. As the states in which we operate have acknowledged cannabis as an ‘essential’ industry, we understand Cresco’s responsibility to continue operations, to be stewards of this industry and to be leaders in our communities. Cresco has a culture that focuses on, and prioritizes, the needs of all stakeholders – we are committed to do our part to maximize our impact and help those most affected by these unfortunate circumstances.”

Cresco Commits to Hire Displaced Service Industry Workers

Cresco will focus on hiring and training restaurant industry and hospitality service workers who have recently lost their jobs for 250 full-time positions at its Sunnyside dispensaries, including wellness advisors, inventory managers, managers, assistant managers and security personnel. The Company is partnering with hospitality companies

across the state to promote this opportunity to their employees affected by the COVID-19 pandemic.

“During this time where the needs of patients and customers in Illinois is growing and demand continues to outpace supply, the ability for Cresco to continue to employ a robust workforce will ensure that medical patients and Illinois residents continue to have essential access to the products they rely on daily for their wellbeing,” said Bachtell.

Essential Pay Program

Cresco launched an essential pay program providing a premium payment for frontline salaried and hourly team members at its dispensaries, cultivation facilities, and distribution locations. In addition, all supervisors and managers at these locations will receive additional compensation for their continued leadership during this period.

“We recognize how much of a vital role our frontline team members are playing to help our patients and customers get the essential products they need, and we also realize how important it is to make sure they know how essential they are to our business, especially during these unprecedented times,” commented Bachtell.

Partnerships with Local Restaurants

In another effort to make sure that employees are safe and rewarded for their continued dedication while, at the same time, helping the local communities that Cresco is a member of, the Company has partnered with more than 90 local restaurants across eight of its operational states to deliver lunches daily to retail and manufacturing staff. On a daily basis, Cresco is purchasing, picking up and delivering more than 650 lunches to its workforce while doing what it can to help keep dozens of local restaurants remain active during the COVID-19 pandemic.

“Many of the restaurants around our stores and facilities are locally owned, and we know their businesses are being devastated by the COVID-19 outbreak. As stewards of the communities we operate in, we saw an opportunity to support our neighbors and help combat the economic impact of the pandemic on their restaurants by placing daily orders—all while also taking care of our team members; the most important part of our organization. In an otherwise challenging environment, we will continue to pursue win-win-win scenarios like this,” added Bachtell.

About Cresco Labs

Cresco Labs is one of the largest vertically-integrated multi-state cannabis operators in the United States. Cresco is built to become the most important company in the cannabis industry by combining the most strategic geographic footprint with one of the leading distribution platforms in North America. Employing a consumer-packaged goods (“CPG”) approach to cannabis, Cresco’s house of brands is designed to meet the needs of all consumer segments

and includes some of the most recognized and trusted national brands including Cresco, Remedi and Mindy's, a line of edibles created by James Beard Award-winning chef Mindy Segal. Sunnyside*, Cresco's national dispensary brand, is a wellness-focused retailer designed 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 has launched the industry's first national comprehensive Social Equity and Educational Development (SEED) initiative designed to ensure that all members of society have the skills, knowledge and opportunity to work in 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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