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NEWS RELEASE

Cresco Labs Expands Branded Edibles Portfolio With Launch of Wonder Wellness Gummies

4/12/2021

Company is strategically building a diverse edibles portfolio with taste-forward and effects-driven products to cater to market and consumer needs

CHICAGO--(BUSINESS WIRE)--

Cresco Labs (CSE:CL) (OTCQX:CRLBF) ("Cresco Labs" or "the Company"), a vertically integrated multistate operator and the number one U.S. wholesaler of branded cannabis products, today announced the launch of **Wonder Wellness** ("Wonder") Gummies and availability in Illinois. The new low-dose edibles are enhanced with botanicals to complement the overall cannabis experience, and their simple packaging communicates desired effects so wellness-minded category newcomers can consume with confidence to add cannabis as a part of their daily lifestyles.

This press release features multimedia. View the full release here: **https://www.businesswire.com/news/home/20210412005308/en/**

Cresco Labs launched a new line of effect-forward, low-dose gummies enhanced with botanicals under its Wonder Wellness brand. (Photo: Business Wire)

"We're focused on growing our share through an innovation strategy that capitalizes on both market dynamics and edibles portfolio white space," said Greg Butler, Chief Commercial Officer at Cresco Labs. "Effect-forward, 5 mg gummies represent one of the largest market segments, and Wonder Wellness offerings address some of the most desirable consumer needs of relaxing, getting better sleep, and being happy. Wonder Wellness is built for the exact occasions when wellness-minded consumers are looking for products to enhance or improve their everyday experiences."

Each of the three Wonder Gummies has a distinct blend of naturally occurring terpene formulas containing a total of 5 mg of THC per gummy. Relax, featuring a Blueberry flavor enhanced with Lemon Balm botanicals, is Indica dominant with 10 mg CBD and 5 mg THC. Focus, with a Prickly Pear flavor enhanced with Ginger botanicals, is a Hybrid offering with 5 mg CBG and 5 mg THC. Laugh, offering a Tangerine flavor enhanced with Turmeric botanicals, is Sativa dominant with 5 mg of THC. Each Wonder gummy is vegan-friendly and made with no artificial flavors or colors. Wonder Gummies come with 20 gummies per pack.

In addition to Gummies, Wonder offers 3 mg Mints. Wonder products are available in Illinois and will expand to Cresco's other operational states soon. For more information about Wonder, visit **Wonderwellness.co**.

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 Annual Information Form for the year ended December 31, 2020 expected to be filed on March 26, 2021, and other documents filed by the Company with Canadian securities regulatory authorities; 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 Labs' 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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