

Cresco Labs Launches California Advertising Campaign for Namesake Cannabis Brand, Cresco, Marking its Most Significant Marketing Push to Date

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Campaign touting the brand's high quality and consistency supports new packaging and products in the market as Cresco strives to become one of the leading cannabis brands in the country's largest recreational state

CHICAGO--(BUSINESS WIRE)-- **Cresco Labs** (CSE:CL)(OTCQX:CRLBF) ("Cresco" or "the Company"), one of the largest vertically integrated multistate cannabis operators in the United States, today debuted its largest advertising initiative created to bolster consumer awareness in California of its namesake cannabis brand, Cresco. Called "Excellent Everyday Cannabis", the multi-channel campaign spans cannabis and mainstream media and features break-through branding that highlights the importance of quality and consistency for everyday cannabis consumption—a marketing message that closely aligns with Cresco Labs' mission to normalize and professionalize cannabis use. The campaign supports the market introduction of updated packaging featuring an elevated look and feel for Cresco's portfolio of products that include flower, cartridges and solid concentrates.

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

<https://www.businesswire.com/news/home/20191107005338/en/>

Cresco Labs "Excellent Everyday Cannabis" campaign kicks off in California highlighting the importance of quality and consistent cannabis products (Graphic: Business Wire)

and Pennsylvania, and the brand is making its first marketing push in a recreational market where cannabis companies can advertise and speak directly to consumers. Cresco aims to set itself apart from other brands with

As Cresco quickly moves to solidify its position as one of the largest cannabis brands in California, this initiative comes at a particularly significant time. Cresco has historically operated in medical markets such as Illinois

and Pennsylvania, and the brand is making its first marketing push in a recreational market where cannabis companies can advertise and speak directly to consumers. Cresco aims to set itself apart from other brands with

straightforward messaging that demonstrates its quality and consistency.

“We’re focused on delivering the most consistent, high quality products for consumers who use cannabis to complement their daily rituals. Whether it’s to relax, focus or sleep, people are looking for a cannabis brand they can trust,” said Cory Rothschild, SVP of Brand Marketing at Cresco Labs. “At a time when many brands are focused on the most exceptional moments in life – the parties or the unattainable – we’re proud to deliver excellent everyday cannabis that Californians can count on to help enhance their lives. The new campaign will live in many of the channels where you would expect to see traditional CPG products, helping to destigmatize cannabis use at a time when so many people benefit from thoughtful, responsible consumption.”

“Excellent Everyday Cannabis” aims to captivate consumers through straightforward language that favors product attributes over the occasion and a modern approach to content creation and media placement. Cresco Labs worked with Steelworks, a Los Angeles-based studio specializing in Computer Generated Imagery (CGI), to develop high quality, visually stunning imagery that highlights the refined aesthetic of Cresco’s new packaging. Imagery positions Cresco products to pop off bold, colored backgrounds, with straight-forward and straight-on angles that cast a big angular shadow garnering attention. Copy placed behind the product uses striking fonts and repetition to underline the campaign’s primary message, “excellent everyday cannabis,” with other copy variations to reinforce quality, consistency and everyday usability.

The company tapped digital advertising company Centro to implement a programmatic strategy leveraging algorithmic learnings and machine buying to reach target audiences in the right mindset and environment in real-time with precision and efficiency. High-impact digital displays in cannabis websites, such as Leafly and Weedmaps, as well as in best-in-class media partners Penske Media and Condé Nast, enable the company to reach target audiences consuming high quality content in these premium and rich contextual environments. The advertising initiative also includes digital out-of-home ads in elevator and lobby areas throughout Los Angeles, San Diego and San Francisco; print advertising in daily newspapers, such as the San Francisco Chronicle, and two custom, hand-painted wall murals in Santa Monica by artist Lefty Out There, a celebrated Chicago-based artist known for his intricate pattern work, contemporary aesthetic and attention to detail.

The “Excellent Everyday Cannabis” campaign coincides with a national packaging relaunch and rebrand of Cresco. The new brand launches first in California, with plans for a nationwide expansion in the coming months.

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.

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