

# Cresco Labs Ushers in New Era of Cannabis Retail with Launch of Sunnyside\*

7/29/2019

Dispensary brand provides shopping destination where cannabis meets wellness

CHICAGO--(BUSINESS WIRE)-- **Cresco Labs Inc.** ("Cresco Labs" or the "Company") (CSE: CL) (OTCQX: CRLBF), one of the largest vertically integrated multistate cannabis operators in the United States, today unveiled **Sunnyside\***, a new dispensary brand created to accelerate industry growth and shift people's expectations and perceptions around shopping for cannabis from intimidation and doubt to curiosity and acceptance through a new retail and marketing approach.

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

<https://www.businesswire.com/news/home/20190729005142/en/>

Cresco Labs announces new national retail concept, Sunnyside\* (Photo: Business Wire)

Sunnyside\* is more than a dispensary—it's a wellness-

based retailer offering a holistic experience for anyone who considers, or would consider, cannabis to be an integral part of their personal wellness program. It aims to educate today's diverse users on cannabis' many positive benefits and provides one of the widest ranges of cannabis brands. A more sophisticated and familiar shopping destination that combines high-end design from healthcare, retail and hospitality, Sunnyside\* elevates the value dispensaries can add to a community with a bright, welcoming aesthetic and convenient shopping whether in-store or online.

"To unlock the full potential of the U.S. cannabis industry, we must evolve the retail experience to delight both current and prospective users," said Cresco Labs' CEO and co-founder Charlie Bachtell. "Many of today's dispensaries service the needs of traditional cannabis consumers. As the cultural landscape progresses, we're

building a modern, yet familiar store environment built on wellness, education and customer service to rapidly bring in new users and welcome them to cannabis.”

Joe Caltabiano, Cresco Labs’ president and co-founder, added, “Our approach to Sunnyside\* creates a framework for scale. As we open locations in new states, we will create one of the largest dispensary brands in the U.S. with the best consumer experience. Our offerings and assortment decisions are rooted in supporting sustained growth. We will sell our full house of cannabis brands, as well as others in all key forms, to ensure we offer the most compelling assortment for our customers and maximize the success of our retail footprint.”

Cresco Labs has taken a unique approach to change the dispensary model, tapping its team’s extensive backgrounds and expertise in branding, consumer experience and retail marketing, to build a world-class retail brand that appeals to the new wave of consumers reshaping cannabis culture. Friendly, trained associates will aim to normalize and professionalize the consumer experience through one-on-one consultations and personalized shopping to help them achieve their health and wellness goals, regardless of their connection to cannabis. Navigating the dispensary will be easy and more convenient than ever before thanks to online ordering and home delivery in applicable states, as well as express and pre-order lanes for order pickup and medical patients. A national loyalty program, available across all Sunnyside\* locations (where permitted), will reward customers for being part of its community.

“Unlike traditional CPG industries, customer performance data is hard to come by within the cannabis industry. The Sunnyside\* retail experience was built to maximize customer data analytics and insights,” said Cris Rivera, vice president of consumer experience at Cresco Labs. “Not only will we have one of the most robust customer journey data-inputs in cannabis, but we will also collect insight on customer preference trends on new forms and flavors to inform our assortment and new product and services agenda.”

The first Sunnyside location will open in Philadelphia, Pennsylvania, in November with future locations planned for Florida, Illinois, Ohio, Arizona, Massachusetts and Michigan.

About Cresco Labs:

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 across the United States, the company focuses on entering highly regulated markets with outsized demand potential and strong regulatory structures. 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 [www.crescolabs.com](http://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.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20190729005142/en/): <https://www.businesswire.com/news/home/20190729005142/en/>

#### Media:

Jason Erkes, Cresco Labs  
Chief Communications Officer  
[press@crescolabs.com](mailto:press@crescolabs.com)

Kelly Evans, on behalf of Cresco Labs

Director

**Kelly.Evans@havasformula.com**

Investors:

**investors@crescolabs.com**

For general Cresco Labs inquiries:

312-929-0993

**info@crescolabs.com**

Source: Cresco Labs Inc.

