

# Cresco Labs and Origin House to Participate in Canaccord Genuity's 3rd Annual New York Cannabis Conference

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CHICAGO & OTTAWA, Ontario--(BUSINESS WIRE)-- Cresco Labs Inc. ("Cresco Labs" or the "Company" – CSE: CL, OTCQX: CRLBF) and CannaRoyalty Corp. d/b/a Origin House ("Origin House" – CSE: OH, OTCQX: ORHOF) today announced that Charlie Bachtell, CEO & Co-Founder of Cresco Labs, and Marc Lustig, Chairman & CEO of Origin House, will be presenting and meeting institutional investors together at Canaccord Genuity's 3<sup>rd</sup> Annual Cannabis Conference on Tuesday, May 14, 2019 in New York City.

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

<https://www.businesswire.com/news/home/20190513005064/en/>

The combined presentation will be available via a live webcast **here**. The webcast will be available for 90 days following the presentation.

The Annual Cannabis Conference provides attendees the opportunity to gain valuable insight into the rapidly-developing cannabis industry from some of the industry's leading experts. The full-day event will feature industry leaders sharing their perspectives on the exciting opportunities and challenges experienced within the industry.

## THE 3<sup>RD</sup> ANNUAL CANACCORD GENUITY CANNABIS CONFERENCE

**Date:** Tuesday, May 14, 2019

**Presentation Time:** 10:20-10:40am ET

**Location:** Grand Hyatt New York in New York, NY

## 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).

## ABOUT ORIGIN HOUSE

Origin House is a growing cannabis brands and distribution company operating across key markets in the U.S. and Canada, with a strategic focus on becoming a preeminent global house of cannabis brands. Origin House's foundation is in California, the world's largest regulated cannabis market, where it delivers over 130 branded cannabis products from 50+ brands to the majority of licensed dispensaries. Origin House's brand development platform is operated out of five licensed facilities located across California, and provides distribution, manufacturing, cultivation and marketing services for its brand partners. Origin House is actively developing infrastructure to support the proliferation of its brands internationally, initially through its acquisition of Canadian retailer 180 Smoke. Origin House's shares trade on the CSE under the symbol "OH" and on the OTCQX under the symbol "ORHOF". Origin House is the registered business name of CannaRoyalty Corp. For more information, visit [www.originhouse.com](http://www.originhouse.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 Cresco Labs' and/or Origin House's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Cresco Labs' and/or Origin House'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.

Forward looking statements are based on certain assumptions regarding the Company and Origin House, including but not limited to expected growth, results of operations, performance, industry trends and growth opportunities. While the Company considers these assumptions to be reasonable based on currently available information, they may prove to be incorrect. By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the 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: (i) risks associated with general economic conditions; (ii) adverse industry events; (iii) future legislative and regulatory developments; (iv) inability to access sufficient capital and/or inability to access sufficient capital on favourable terms; (v) the evolving cannabis industry in North America generally; (vi) the ability of the Company to implement its business strategies; (viii) risks associated with currency and interest rate fluctuations; (ix) risks discussed in public filings relating to the Transaction, as well as those risks discussed under "Risk Factors" in the Company's CSE Listing Statement filed with SEDAR or Origin House's management's discussion and analysis filed with SEDAR; (x) and other factors, many of which are beyond the control of Cresco Labs' and/or Origin House.

Readers are cautioned that the foregoing list of factors is not exhaustive. Because of these uncertainties, readers should not place undue reliance on the forward-looking statements. No assurances are given as to the future trading price or trading volumes of Cresco Labs' Shares, or Origin House Shares, nor as to the Cresco Labs' and/or Origin House's financial performance in future financial periods. Except to the extent required by applicable laws, Cresco Labs' and/or Origin House does not intend to update any of these factors or any of the forward-looking statements contained herein, whether as a result of new information, 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 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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Source: Cresco Labs Inc.