

## Cresco Labs to Participate in the Cowen and Company 5th Annual Future of the Consumer Conference

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CHICAGO--(BUSINESS WIRE)-- **Cresco Labs Inc.** (CSE: CL) (OTCQX: CRLBF), one of the largest vertically integrated multistate cannabis operators in the United States, today announced that Charlie Bachtell, CEO & Co-Founder, and Joe Caltabiano, President & Co-Founder, will participate in the Cowen and Company 5<sup>th</sup> Annual Future of the Consumer Conference in New York City on Tuesday, April 2, 2019. During the conference, the management team will be featured speakers in a panel discussion on the topic of “Cannabis Retail & The Multi-State Operator Model” and meet one-on-one with institutional investors.

### 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 in ten 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).

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