The Cannabist Company Introduces Popular Brand Seed & Strain to Pennsylvania

September 10, 2024

Launch Marks 11th Market For Brand

NEW YORK--(BUSINESS WIRE)--Sep. 10, 2024-- The Cannabist Company Holdings Inc. (Cboe CA: CBST) (OTCQX: CBSTF) (FSE: 3LP) ("The Cannabist Company" or the "Company"), one of the most experienced cultivators, manufacturers and retailers of cannabis products in the U.S., announced today the launch of its brand Seed & Strain into the Pennsylvania market.

Seed & Strain debuts in Pennsylvania with 1.0-gram vape cartridges and whole flower and is available at the Columbia Care locations in Allentown, Scranton and Wilkes-Barre, and across the Company's wholesale channels. Additional products will be available in the coming weeks pending regulatory approval.

Seed & Strain is a true reflection of the passion The Cannabist Company has for the plant. With the introduction of these products, Seed & Strain is now available in 11 markets across the country. From whole flower, pre-rolls, vapes, and concentrates to tinctures, topicals and more, each offering is a testament to the company's craft and care. New offerings were made available over the last year including the introduction of popular items like disposable vapes in New Jersey, Massachusetts and Virginia. Products will continue to roll out over the coming months, pending regulatory review.

"We're thrilled to introduce quality and approachable brands like Seed & Strain to our dispensaries and wholesale partners state-wide. We're excited that our patients in Pennsylvania now have access to a variety of flower strains and therapeutic carts," said Jesse Channon, President, The Cannabist Company. "We are dedicated to the Keystone State and are encouraged to see the support increasing for the market to evolve into adult use. Now is the perfect time to introduce our brands and their top-notch qualities, as we look to grow our wholesale program with branded and manufactured products."

Seed & Strain can be found in California, Colorado, Delaware, Illinois, Massachusetts, New Jersey, New York, Ohio, Pennsylvania, Virginia and West Virginia. For more information, visit https://seedandstraincannabis.com/.

About The Cannabist Company (f/k/a Columbia Care)
The Cannabist Company, formerly known as Columbia Care, is one of the most experienced cultivators, manufacturers and providers of cannabis products and related services, with licenses in 13 U.S. jurisdictions. The Company operates 95 facilities including 73 dispensaries and 22 cultivation and manufacturing facilities, including those under development and assuming the closure of announced divesture transactions. Columbia Care, now The Cannabist Company, is one of the original multi-state providers of cannabis in the U.S. and now delivers industry-leading products and services to both the medical and adult-use markets. In 2021, the Company launched Cannabist, its retail brand, creating a national dispensary network that leverages proprietary technology platforms. The company offers products spanning flower, edibles, oils and tablets, and manufactures popular brands including Seed & Strain, Triple Seven, Hedy, gLeaf, Classix, Press, and Amber. For more information, please visit www.cannabistcompany.com.

Caution Concerning Forward-Looking Statements
This press release contains certain statements that constitute "forward-looking information" or "forward-looking statements" within the meaning of applicable securities laws and reflect the Company's current expectations regarding future events. Forward-looking statements or information contained in this release include, but are not limited to, statements or information with respect to the Company's ability to execute on retail, wholesale, brand and product initiatives. These forward-looking statements or information, which although considered reasonable by the Company, may prove to be incorrect and are subject to known and unknown risks and uncertainties that may cause actual results, performance or achievements of the Company to be materially different from those expressed or implied by any forward-looking information. In addition, security holders should review the risk factors discussed under "Risk Factors" in Columbia Care's Form 10-K for the year ended December 31, 2023, as filed with Canadian and U.S. securities regulatory authorities and described from time to time in subsequent documents filed with applicable securities regulatory authorities.

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Investors
Lee Ann Evans
SVP, Capital Markets
investor@cannabistcompany.com

Media
Lindsay Wilson
SVP, Communications
media@cannabistcompany.com

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