



The Cannabist Company and Ric Flair Drip Launch Partnership in Delaware

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Signature Cannabis Line from Wrestling Icon Ric Flair to Expand Into Additional Markets in 2025

NEW YORK--(BUSINESS WIRE)--Dec. 19, 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 partnership with [Ric Flair Drip in Delaware](#). The signature cannabis brand co-founded by the iconic wrestling World Champion, Ric Flair, is part of [Carma HoldCo Inc.](#), a leading global house of brands. Additional markets will follow in 2025.

The Delaware debut of the Ric Flair Drip collection features all-in-one 1-gram vapes and vape cartridges in four curated flavors including: Love Affair, Mango Mania, Strawberry Strut, and Relaxed AG – which is available exclusively as a cart. Known for its exceptional quality and vibrant flavors, the brand continues to embody the flamboyant personality and iconic lifestyle of its namesake, Ric Flair.

"It's an amazing and fun opportunity to work with legends like Ric and we're stoked to kick off this partnership in Delaware just ahead of the market's launch of adult-use sales later next year. Ric is such a dynamic personality, and his brand is already generating a lot of buzz around the industry," said Jesse Channon, President, The Cannabist Company. "The continued evolution of our brand partnership model is not only helping to bring new and unique offerings to the market, it also contributes to the expanded production capacity at our top-tier facilities."

"Let me tell you something, bringing the Ric Flair Drip experience to Delaware is huge, baby!" said Ric Flair, the iconic wrestling World Champion behind the brand. "The Nature Boy is rolling into new markets, styling and profiling across the country. Ric Flair Drip is all about quality, individuality, and being the real deal—just like yours truly! I'm fired up to bring it to Delaware's cannabis scene and team up with Cannabist to keep this ride going strong. Delaware, get ready to shine bright with the best! Wooooo!"

To find the nearest Cannabist Company dispensary featuring this new partnership, visit <https://cannabistcompany.com/locations>.

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 14 U.S. jurisdictions. The Company operates 91 facilities including 71 dispensaries and 20 cultivation and manufacturing facilities, including those under development and assuming the closure of announced divestiture 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 dreamt, Seed & Strain, Triple Seven, Hedy, gLeaf, Classix, Press, and Amber. For more information, please visit www.cannabistcompany.com.

About Ric Flair Drip

Ric Flair Drip is a lifestyle-focused product brand co-founded by the iconic wrestling World Champion, Ric Flair. The brand envelops extravagance and pushes people to never settle for mediocrity. With a commitment to quality and style, each product embodies the essence of the styling, profiling, limousine-riding, jet-flying Nature Boy himself. From the initial launch to the brand's expansion into new markets, Ric Flair Drip is giving everyone the opportunity to live like the legend. For more information visit [RicFlairDrip.com](#).

About Carma HoldCo

Carma HoldCo Inc. is a leading global house of brands that harnesses the power of cultural icons to transform industries. The company focuses on creating unique experiences and product offerings that aim to connect with, inspire, and elevate consumers' lives. Within Carma HoldCo's talent roster is a lineup of globally recognized superstars, including Mike Tyson, Ric Flair, and Future, who bring their legendary charisma and influence to the forefront of every venture. For more information visit CarmaHoldCo.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 in Delaware. 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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