



Columbia Care is First U.S.-Based Cannabis Company to Win Platinum MarCom Award; Earns Top Honors for Cannabist Rebrand and Gold Award for Forage

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Columbia Care is Also Only Cannabis Company to Win Awards in the Branding Refresh and Mobile Buying Experience Categories

NEW YORK--(BUSINESS WIRE)-- [Columbia Care Inc.](#) (NEO: CCHW) (CSE: CCHW) (OTCQX: CCHWF) (FSE: 3LP) ("Columbia Care" or the "Company"), one of the largest and most experienced cultivators, manufacturers and providers of cannabis products in the U.S., today announced that it has won two MarCom Awards — a Platinum Award in the Branding Refresh Category for its Cannabist retail rebrand and a Gold Award in the Mobile Buying Experience Category for its online cannabis discovery tool, Forage. Not only is Columbia Care the first cannabis multistate operator to win in both categories, it is also the first U.S.-based cannabis company to win a Platinum Award across any of the categories.

"Our primary goal is to be the most innovative cannabis company in the industry when it comes to our products, services and customer engagement," says Jesse Channon, Chief Growth Officer of Columbia Care. "Cannabist and Forage together are redefining the traditional dispensary shopping experience at every turn, encouraging patients and customers of all experience levels to come as they are. We're honored that marketing professionals around the country from various disciplines have recognized Columbia Care for our creativity, branding and innovation."

Launched earlier this summer, [Cannabist](#) is Columbia Care's new retail brand that provides a higher experience built on passion, technology innovation, community commitment and product standards. Cannabist dispensaries center around making cannabis shopping approachable and straightforward, accommodating the vast range of experience levels customers may have when they walk through the doors. The Cannabist brand was developed in partnership with 22squared, an Atlanta-based creative agency.

[Forage](#), Columbia Care's proprietary online cannabis discovery tool, is designed to streamline and customize the individual shopping experience for expert and novice patients and customers alike. This interactive, web-based platform syncs with local dispensary menus enabling real-time product suggestions and pre-orders based on the user's desired mood and experience. Together they form a seamless and personalized shopping experience anywhere, from in-store to at-home. Forage was developed by Siberia and leverages a back-end e-commerce integration solution from Jane Roots by Jane Technologies.

Judged by industry professionals, the MarCom Awards recognize outstanding achievement by creative professionals involved in the concept, direction, design and production of marketing and communications programs. Entries come from corporate marketing and communication departments, advertising agencies, public relations firms, design shops, production companies and freelancers.

For more information about Columbia Care visit www.col-care.com.

About Columbia Care Inc.

Columbia Care is one of the largest and most experienced cultivators, manufacturers and providers of cannabis products and related services, with licenses in 18 U.S. jurisdictions and the EU. Columbia Care operates 131 facilities including 99 dispensaries and 32 cultivation and manufacturing facilities, including those under development. Columbia Care is one of the original providers of medical 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 new 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, gLeaf, Classix, Press, Amber and Platinum Label CBD. For more information on Columbia Care, please visit www.col-care.com.

About MarCom Awards

MarCom is one of the oldest, largest and most-respected creative competitions in the world. Winning a MarCom award is highly sought-after, peer-recognition from the creative industry. MarCom is sponsored and judged by the Association of Marketing and Communication Professionals (AMCP), a 25-year-old international organization consisting of thousands of creative professionals. As part of its mission, AMCP fosters and supports the efforts of creative professionals who contribute their unique talents to public service and community organizations. Over the past few years, AMCP has given over 250,000 in charitable contributions. For more information, visit www.marcomawards.com.

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