



## Columbia Care Appoints Alison Worthington to its Board of Directors

November 2, 2020

*Worthington Brings Decades of Experience in Marketing and Consumer Products with a Career that Included Leadership Roles at Coca-Cola, Starbucks and Microsoft*

NEW YORK--(BUSINESS WIRE)-- Columbia Care, Inc. (NEO: CCHW) (CSE: CCHW) (OTCQX: CCHWF) (FSE: 3LP) ("Columbia Care" or the "Company") has appointed Alison Worthington to its Board of Directors. Her appointment expands the Board to seven members.

Ms. Worthington is a seasoned marketing executive with nearly three decades of experience transforming consumer brands, product portfolios and P&Ls. Ms. Worthington has held various senior level marketing positions. For The Coca-Cola Company (NYSE: KO) she led the Company's marketing in Singapore as well as the relaunch and global expansion of the Minute Maid brand and healthy product portfolio. At Starbucks (Nasdaq: SBUX) Worthington was responsible for the high growth tea franchise and healthy product innovation and at Microsoft (Nasdaq: MSFT) she led the omnichannel go-to-market plans for the Bing search engine which today is integrated into a wide range of Microsoft's software and hardware services. She also served as a senior consultant for L.E.K. Consulting and most recently as the global Chief Marketing Officer for Method Home Products, the high growth, sustainable B Corporation home cleaning goods business known for their innovative products made from natural biodegradable ingredients in the industry's first platinum LEED certified manufacturing plant. She currently leads a marketing consulting practice where she works as an interim Chief Marketing Officer and advisor to executive leadership teams of high growth tech, consumer, retail and e-commerce companies looking to reposition and scale their brands and products with new customer experiences and channels that drive growth.

"Alison brings authenticity, energy, experience and a work ethic that is second to none. Our board has always been a point of differentiation, not only because it epitomizes good governance and professionalism, but because the members of our board are engaged and deeply committed to the long-term success of Columbia Care and its shareholders," said Nicholas Vita, CEO of Columbia Care. "Given our continued market expansion, including the launch of our first national cannabis lifestyle brand, Seed & Strain, and the pending rollout of our entire national brand and product portfolio over the next 12 months, we believe Alison's involvement and unique expertise will make us better in every way. We are honored she chose Columbia Care and are thrilled to have her as a colleague."

Ms. Worthington commented on her appointment: "I am drawn to companies like Columbia Care with a mission to improve people's lives. An industry leader on multiple fronts, the Columbia Care team has created an exceptional organization to bring that vision to life with integrity, impact, innovation and education. I cannot think of a more dynamic, pivotal time in the industry for the Columbia Care team to make a difference with their ethical leadership and growth-oriented mindset. I look forward to leveraging my experience in building experiential, lifestyle brands to help Columbia Care build out their critical elements of education, product innovation, digital transformation and omnichannel marketing to contribute to their growth. I'm honored and excited to join the board."

Ms. Worthington holds an MBA from Harvard Business School and an AB in economics from Smith College, and currently serves on the board for Generate Life Sciences, a privately held company focused on helping to grow and protect families through reproductive, newborn stem cell, and healthcare technology services.

### About Columbia Care

Columbia Care is one of the largest and most experienced cultivators, manufacturers and providers of medical and adult use cannabis products and related services with licenses in 18 US jurisdictions and the EU. Columbia Care currently operates 99 facilities<sup>1</sup> including 76 dispensaries and 23 cultivation and manufacturing facilities. Columbia Care is one of the original providers of medical cannabis in the United States, and continues to deliver an industry-leading, patient-centered medicinal cannabis operation that has quickly expanded into the adult use market as a premier operator. The company currently offers products spanning flower, edibles, oils, and tablets, and manufactures popular brands including Amber and Platinum Label CBD. With more than four million sales transactions since its inception in 2012, Columbia Care is known for setting the standard for compassion, professionalism, quality, care, and innovation in the rapidly expanding cannabis industry. For more information on Columbia Care, please visit [www.col-care.com](http://www.col-care.com).

### Caution Concerning Forward-Looking Statements

This press release contains certain statements that may constitute forward-looking information within the meaning of applicable securities laws and reflect the Company's current expectations regarding future events. The Company has made assumptions with regard to its ability to execute on brand and product initiatives, 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. Securityholders should review the risk factors discussed under "Risk Factors" in Columbia Care's Annual Information Form dated March 31, 2020, filed with the applicable Canadian securities regulatory authorities on SEDAR at [www.sedar.com](http://www.sedar.com) and described from time to time in documents filed by the Company with Canadian securities regulatory authorities.

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<sup>1</sup> Pro forma facilities either open or under development; includes facilities where Columbia Care provides consultative services pursuant to the terms of a management services arrangement

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