



The Cannabist Company Announces Launch of Popular Classix and Seed & Strain Brands in Florida

November 16, 2023

Both Brands Now Available in 15 Markets Across the U.S.

NEW YORK--(BUSINESS WIRE)--Nov. 16, 2023-- [The Cannabist Company Holdings Inc.](#) (NEO: CBST) (OTCQX: CBSTF) (FSE: 3LP) ("The Cannabist Company" or the "Company"), one of the largest and most experienced cultivators, manufacturers and retailers of cannabis products in the U.S., announced today it is bringing two of its award winning flower brands, [Seed & Strain](#) and [Classix](#), to the Florida market in the coming weeks.

Florida is the 15th U.S. market to launch Classix, a brand that features approachable products that provide a reliable, nostalgic high. Three flower strains including Lemon Dosidos, Motor Breath x Wedding Crashers, and Sweet Tooth will be available in 3.5g at all 14 Cannabist locations beginning November 20.

The Cannabist Company's top-selling brand, Seed & Strain, will make its Florida debut the following week on November 28 with 3.5g flower in four strains including Secret Formula, Twisted Pie, 10gs, and Melanoid Skittlez. This is also Seed & Strain's 15th U.S. market and will be available at all 14 Florida dispensaries. The superior quality flower is meticulously harvested aiming to offer a consistent, quality experience every time.

"This is a pivotal time for Florida and its cannabis market, and we're thrilled to be able to bring our brands to the state to offer patients a more robust product platform that delivers on consistency, accessibility, and quality," said Jesse Channon, Chief Commercial Officer, The Cannabist Company. "It has always been our commitment to provide our customers with a broad range of product options that meet them wherever they are on their cannabis journey. We are extremely dedicated to the Sunshine State, and with the potential for adult-use legalization on the horizon, this seemed like the absolute best time to introduce our brands and their unique qualities to Floridians."

The Company's Press 2.0 line of effects-based pressed tablets launched in April of 2023, marking the first brand to launch in the state. Vape carts and additional flower strains for both Classix and Seed & Strain will be available at all 14 locations in December. In early 2024, the Company's edibles line, Hedy, will also be available.

For more information, visit cannabistcompany.com

About The Cannabist Company (f/k/a Columbia Care)

The Cannabist Company, formerly known as Columbia Care, is one of the largest and most experienced cultivators, manufacturers and providers of cannabis products and related services, with licenses in 16 U.S. jurisdictions. The Company operates 125 facilities including 93 dispensaries and 31 cultivation and manufacturing facilities, including those under development. 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 in Florida. 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, securityholders should review the risk factors discussed under "Risk Factors" in Columbia Care's Form 10-K for the year ended December 31, 2022, 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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