

NEWS RELEASE

MedMen Continues Florida Expansion With Three New Store Openings

9/24/2019

- The Company Expands into St. Petersburg, Key West and Pensacola
- Brings Total National Footprint to 29 Operating Stores

LOS ANGELES--(BUSINESS WIRE)-- **MedMen Enterprises Inc.** (CSE: MMEN) (OTCQX: MNFF) ("MedMen" or the "Company"), a leading cannabis retailer with operations across the U.S., today announces the opening of three new locations in the state of Florida: St. Petersburg, Key West and Pensacola. The Company now has four operational stores in Florida, with eight additional store openings in the state planned for the remainder of the calendar year. The Company is licensed for 35 retail locations in the state.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20190924005419/en/>

MedMen St. Petersburg (Photo: Business Wire)

Florida is the third most populous state in the U.S. with a robust medical cannabis program serving over 260,000 qualified patients as of August 30, 2019¹. In June, MedMen opened a location in West Palm Beach, its first in the state, where it has seen over 6,000 visits to date. "MedMen is proud to expand its retail footprint in Florida," said Adam Bierman, MedMen Co-Founder and CEO. "We look forward to getting to know our neighbors in St. Petersburg, Key West and Pensacola and are thrilled to offer MedMen's unparalleled quality in product and experience to these communities."

MedMen St. Petersburg is the Company's first location in the fifth largest city in the state, which is home to over 260,000 residents². St. Petersburg is also part of a three-million-person metropolitan area, the second largest in

Florida. The Company has actively engaged the local community, including working closely with the St. Petersburg Chamber of Commerce and Epilepsy Florida, the principal agency overseeing epilepsy programs and services for over 400,000 Floridians.

MedMen Key West is located on one of the highest-traffic streets on the island, Duval Street, which includes several eateries, shops and entertainment destinations. Key West is a top tourist destination with over two million visitors annually³ and a popular cruise ship hub. The Company has been actively engaged in the local community as a member of the Key West Chamber including participating in beach clean-ups with the for-profit ocean cleanup and advocacy organization, 4Ocean, supporting Nancy's Forrester's Secret Garden, a community parrot and plant life sanctuary by planting new plants in the neighborhood and promoting the arts with Tropic Cinema, a vintage, non-profit movie theater.

MedMen Pensacola is located within one of the busiest retail zones within the city and represents the Company's first location in the Florida Panhandle. Pensacola is the state's westernmost city and within proximity to the state of Alabama. The Company has actively engaged with the local community as a member of the Pensacola Chambers.

MedMen Buds, the Company's new loyalty program will be available to all patients at these locations. In addition, MedMen's recently launched same-day delivery platform, which currently services California and Nevada, will be available to Florida patients next week. Together with loyalty and delivery, the Company's new store locations align with MedMen's national retail strategy of providing an industry-leading omni-channel experience to all consumers.

In addition to expanding its retail footprint, MedMen remains one of the lead supporters of the recently launched constitutional amendment campaign to bring safe, regulated, and legal cannabis for adults 21 years and older in the state of Florida. The campaign committee "Make it Legal Florida" is chaired by MedMen's own director of government affairs, Nick Hansen.

Store Information:

MedMen's St. Petersburg location is located at 326 5th Avenue, St. Petersburg, FL, 33701. Store hours are 8:00 a.m. – 9:00 p.m.

MedMen's Key West location is located at 130 Duval Street, Key West, FL 33040. Store doors are expected to open to the public on Thursday.

MedMen's Pensacola location is located at 5048 Bayou Boulevard, Pensacola, FL 32503. Store doors are expected to open to the public on Friday.

Store hours for all open locations are available on the Company's website.

Sources:

1 Florida Department of Health

2 United States Census Bureau

3 Key West Chamber

About MedMen:

Founded in 2010, MedMen is North America's premium cannabis retailer. Founders Adam Bierman and Andrew Modlin have defined the next generation discovery platform for cannabis and all its benefits. A robust selection of high-quality products, including MedMen-owned brands [statemade], LuxLyte and MedMen Red, coupled with a team of cannabis-educated associates cement the Company's commitment to providing an unparalleled experience. MedMen's industry-leading technology enables a fully compliant, owned-and-operated delivery service and MedMen Buds, a nationwide loyalty program. MedMen believes that a world where cannabis is legal and regulated is safer, healthier and happier.

Learn more at www.MedMen.com.

SOURCE: MedMen Enterprises

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