



Harvest Health & Recreation, Inc. Expands Patient Offerings with New Products from California Based Lifestyle & Cannabis Brand, Cookies, at Arizona Stores

Expansion highlights Harvest's commitment to providing high-quality products and new popular offerings to patients across footprint

August 29, 2019 – PHOENIX, Ariz. – [Harvest Health & Recreation, Inc.](#) (CSE: [HARV](#), OTCQX: [HRVSF](#)) (“Harvest”), a vertically integrated cannabis company with one of the largest and deepest footprints in the U.S., today announced it will now offer new premium-quality products from Cookies, a leading lifestyle and cannabis brand in North America, at select Harvest medical dispensaries across Arizona.

Starting August 30, the new Cookies’ products, produced in Arizona and brought to market by Harvest, will be available in limited quantities at select Harvest House of Cannabis stores, known for top operational standards, best-in-class experiences and products, and expert on-site staff delivering trusted information to patients across the market.

"Pairing Cookies’ products with our leading cultivation, manufacturing and retail teams will allow Harvest to further improve patient access to premium and high-quality medicinal products," said Harvest Executive Chairman Jason Vedadi. "Berner and his team have done a fantastic job building Cookies as a leader in the California market and we can't wait to bring this amazing product to Arizona patients."

Cookies is one of the most respected and top-selling cannabis brands in California, with over 50 cannabis varieties and product lines including indoor, outdoor and sun-grown flower, pre-rolls, gel caps and vape carts. The new expanded offerings will also include Lemonnade, another top-selling brand created by cannabis mogul and entertainer Berner in collaboration with leading Santa Cruz breeder, Brett Wilson.

"I lived in Arizona on and off in middle school and high school and it definitely became a second home for me," says Berner, founder and CEO of Cookies. "When the opportunity came to work

with Harvest, I couldn't think of a better situation for Cookies and Lemonnade. All I could think about was sharing all these new flavors with my friends, and that's exactly what we plan to do. We can't wait to educate and bring some California love to Arizona and utilize the infrastructure that Harvest has built. Who knows? We might even have to open a Cookies store and bring the full experience."

The new product offering officially launches on Friday, August 30 with limited availability of Cookies and Lemonnade at Harvest of Tempe (710 W Elliot Rd #102, Tempe, AZ 85284), Harvest of Tucson (2734 E Grant Rd, Tucson, AZ 85716) and Harvest of Lake Havasu (1691 Industrial Blvd, Lake Havasu City, AZ 86403). Additionally, to celebrate the launch, Harvest will hold a special event at the Harvest of Tempe location on September 15 from 12 p.m. to 5 p.m. with a very special appearance by Berner himself.

About Harvest Health & Recreation, Inc.

Headquartered in Tempe, Arizona, Harvest Health & Recreation, Inc. is a multi-state cannabis operator (MSO) and vertically-integrated cannabis company. Subject to completion of announced acquisitions, Harvest will have one of the largest footprints in the U.S., with rights to more than 210 facilities, of which approximately 130 are retail locations, and more than 1,700 employees across 18 states and territories. Since 2011, the company has been committed to expanding its Harvest House of Cannabis retail and wholesale presence throughout the U.S., acquiring, creating and growing leading brands for patients and consumers nationally and continuing on a path of profitable growth. Harvest's mission is to improve lives through the goodness of cannabis and is focused on its vision to become the most valuable cannabis company in the world. We hope you'll join us on our journey: <https://harvestinc.com>.

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Forward-looking Statements

This press release contains statements which constitute "forward-looking information" within the meaning of applicable securities laws, including statements regarding the plans, intentions, beliefs and current expectations of Harvest with respect to future business activities. Forward-looking information is often identified by the words "may," "would," "could," "should," "will," "intend," "plan," "anticipate," "believe," "estimate," "expect" or similar expressions and include information regarding: (i) expectations regarding the size of the U.S. cannabis market, (ii) the ability of the Company to successfully achieve its business objectives, (iii) plans for expansion of Harvest, and (iv) expectations for other economic, business, and/or competitive factors.

Investors are cautioned that forward-looking information is not based on historical facts but instead reflects Harvest management's expectations, estimates or projections concerning future results or events based on the opinions, assumptions and estimates of management considered reasonable at the date the statements are made. Although Harvest believes that the expectations reflected in such forward-looking information are reasonable, such information involves risks and uncertainties, and undue reliance should not be placed on such information, as unknown or unpredictable factors could have material adverse effects on future results, performance or achievements of the combined Company. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information are the following: the potential impact of an announcement of a going public transaction on relationships, including with regulatory bodies, employees, suppliers, customers and competitors; changes in general economic, business and political conditions, including changes in the financial markets; and in particular in the ability of the Company to raise debt and equity capital in the amounts and at the costs that it expects; adverse changes in the public perception of cannabis; decreases in the prevailing prices for cannabis and cannabis products in the markets that the Company operates in; adverse changes in applicable laws; or adverse changes in the application or enforcement of current laws, including those related to taxation; the inability to locate and acquire suitable companies, properties and assets necessary to execute on the Company's business plans; and increasing costs of compliance with extensive government regulation. This forward-looking information may be affected by risks and uncertainties in the business of Harvest and market conditions.

Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking information prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected. Although Harvest has attempted to identify important risks, uncertainties and factors which could cause actual results to differ materially, there may be others that cause results not to be as anticipated, estimated or intended. Harvest does not intend, and does not assume any obligation, to update this forward-looking information except as otherwise required by applicable law.

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About Cookies

Cookies was founded in 2012 by Berner, the prolific Bay Area rapper and entrepreneur, and his partner Jai, Bay Area cultivator and breeder. The combination of new genetics, the internet, music and being one of the first companies to establish an identity and streetwear company based on the brand represents a priceless time that may never come back. With the music industry backing Cookies and social media and Youtube vlogs documenting the growth of Cookies and breeding projects, the community was able to take that ride with the brand which build a grassroots cult following.

Today, Cookies is one of the most respected and top-selling cannabis brands in California and is globally recognized, amassing a stable of over 50 cannabis varieties and product lines including indoor, outdoor and sungrown flower, pre-rolls, gel caps and vape carts. With two flagship Cookies stores in Los Angeles on Melrose and Maywood and a third location in Redding, Cookies' overall vertical integration and seed to sale business allows for complete quality control at every step from cultivation and production to retail experience.

In 2015, the brand's hip-hop credibility effortlessly expanded Cookies into streetwear and today offers a range of products for both men and women in the apparel and accessories categories as well as a curated selection of smoking supplies.

Since its inception, Cookies has been adamant in driving the conversation surrounding social justice within the cannabis industry and is one of the pioneers of the social equity movement, partnering with and championing the voice of equity applicants to launch products, open stores and develop new categories for the brand.

To learn more, please visit www.cookiescalifornia.com. For Berner's full bio, interview requests, and more information please contact press@cookiescalifornia.com.