The Cannabist Company Expands Ric Flair Drip Partnership to New Jersey Market

January 22, 2025

Introducing Bold Flavors and Top-Tier Quality to the Garden State with All-In-One Vapes, Cartridges, and Infused Edibles

NEW YORK--(BUSINESS WIRE)--Jan. 22, 2025-- The Cannabist Company Holdings Inc. (Cboe CA: CBST) (OTCQX: CBSTF) (FSE: 3LP) ("The Cannabist Company" or the "Company"), one of the most experienced cultivators, manufacturers and retailers of cannabis products in the U.S., announced today the expansion of its partnership with Ric Flair Drip into the New Jersey market, building on the collaboration which kicked off late last year with the brand's debut in Delaware. The signature cannabis brand co-founded by the iconic wrestling World Champion, Ric Flair, is part of Carma HoldCo Inc., a leading global house of brands.

The Ric Flair Drip collection makes its debut in New Jersey, offering a lineup of premium cannabis products that deliver bold flavor profiles and exceptional quality. Inspired by the charisma and larger-than-life spirit of the wrestling legend, the brand captures the essence of Ric Flair in every product. The launch features all-in-one 1-gram vapes and vape cartridges in four expertly curated flavors: Banana Belts, Mango Mania, Strawberry Strut, and Woo Watermelon. In addition, the collection introduces tasty cannabis-infused edibles, available in bold new flavors: Flairy Cherry, Figure Four Orange, and Watermelon Wooooo.

"We're beyond excited to bring our partnership with Ric Flair Drip to New Jersey, building on the incredible momentum we've seen in Delaware," said Jesse Channon, President of The Cannabist Company. "Ric's larger-than-life persona has been a game-changer for the cannabis industry. This launch comes on the heels of opening our third dispensary in the state, located in Mays Landing, further solidifying our commitment to expanding access to unique, high-quality cannabis products while enhancing the production capacity."

"Bringing the Ric Flair Drip experience to New Jersey is like stepping into the ring for the main event, baby!" said Ric Flair, the legendary wrestling World Champion and the face behind the brand. "After the crowd went wild in Delaware, we're bringing that same show-stopping energy to the Garden State. Ric Flair Drip isn't just a brand, it's a lifestyle – all about styling, profiling and delivering the absolute best. With The Cannabist Company in our corner, we're ready to take New Jersey's cannabis scene to the next level. Buckle up, New Jersey – the Nature Boy is here! Wooooo!"

"Expanding Ric Flair Drip into New Jersey is a testament to the brand's undeniable energy and growing fan base. Ric Flair is an icon who has transcended generations, and his influence is perfectly aligned with the brand's bold, high-quality products," said Adam Wilks, CEO of Carma HoldCo. "Carma's partnership with The Cannabist Company allows us to bring that same excitement and premium experience to cannabis consumers in New Jersey and new markets across the country. We're thrilled to continue this journey and elevate the Ric Flair Drip lifestyle in a market that's primed for innovation and top-tier products."

To find the nearest Cannabist Company dispensary featuring this new partnership, visit https://cannabistcompany.com/locations.

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

The Cannabist Company, formerly known as Columbia Care, is one of the most experienced cultivators, manufacturers and providers of cannabis products and related services, with licenses in 14 U.S. jurisdictions. The Company operates 89 facilities including 70 dispensaries and 19 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 dreamt, Seed & Strain, Triple Seven, Hedy, gLeaf, Classix, Press, and Amber. For more information, please visit www.cannabistcompany.com.

About Ric Flair Drip

Ric Flair Drip is a lifestyle-focused product brand co-founded by the iconic wrestling World Champion, Ric Flair. The brand envelops extravagance and pushes people to never settle for mediocrity. With a commitment to quality and style, each product embodies the essence of the styling, profiling, limousine-riding, jet-flying Nature Boy himself. From the initial launch to the brand's expansion into new markets, Ric Flair Drip is giving everyone the opportunity to live like the legend. For more information visit RicFlairDrip.com.

About Carma HoldCo

Carma HoldCo Inc. is a leading global house of brands that harnesses the power of cultural icons to transform industries. The company focuses on creating unique experiences and product offerings that aim to connect with, inspire, and elevate consumers' lives. Within Carma HoldCo's talent roster is a lineup of globally recognized superstars, including Mike Tyson, Ric Flair, and Future, who bring their legendary charisma and influence to the forefront of every venture. For more information visit CarmaHoldCo.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 New Jersey. 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, security holders should review the risk factors discussed under "Risk Factors" in Columbia Care's Form 10-K for the year ended December 31, 2023, 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.

View source version on businesswire.com: https://www.businesswire.com/news/home/20250122222351/en/

Investors
Lee Ann Evans
SVP, Capital Markets
investor@cannabistcompany.com

Media
Mike Moses
Communications Manager
media@cannabistcompany.com

Carma HoldCo
Francesca DeMauro
Carma@KCSA.com

Source: The Cannabist Company Holdings Inc.