



## Columbia Care Brings Iconic Heavyweight Champion Mike Tyson's Much-Anticipated Tyson 2.0 Cannabis Brand to Colorado

November 18, 2021

*As Exclusive Cultivation, Manufacturing and Distribution Partner, Columbia Care Launches New Brand Through The Green Solution Dispensaries in Colorado*

NEW YORK--(BUSINESS WIRE)-- [Columbia Care Inc.](#) (NEO: CCHW) (CSE: CCHW) (OTCQX: CCHWF) (FSE: 3LP) ("Columbia Care" or the "Company"), one of the largest and most experienced cultivators, manufacturers and providers of cannabis products in the U.S. announced today it will launch iconic heavyweight champion and cannabis connoisseur Mike Tyson's much-anticipated Tyson 2.0 cannabis line starting Friday, Nov. 26 in Colorado through The Green Solution (TGS). The brand will continue to roll out across the Columbia Care and Cannabist dispensary network in markets such as Maryland, Pennsylvania and Virginia over the next few months.

"Because of Mike Tyson's passion for cannabis, and the insight he brought to this brand through his own positive outcomes, we knew we needed to bring this product line, which has such a broad appeal, to market as quickly as possible. We're thrilled to be able to ramp up our partnership when we did," said Jesse Channon, Columbia Care's Chief Growth Officer. "It is also perfectly fitting that we are launching in Colorado, one of our largest markets, and look forward to leveraging our experience and scale to bring it to fruition across the country."

"I've been involved in every step of developing Tyson 2.0 and am thankful to the Columbia Care team in Colorado, to help me bring this dream to reality. I am excited to have this platform to share with others what has been life-changing for me," said Mike Tyson, Chief Brand Officer, Tyson 2.0.

Tyson 2.0 will debut with 1-ounce bags of flower featuring several strains ranging from mild to high potency, including "Billy White," "Clementine" and "Maui Wowie" sativa strains; "OG Kush" and "Haymaker" hybrid strains; and "Rocky Mountain Toad," "Purple Punch" and "Blue Snow" indica strains. New Tyson 2.0 products, including 3.5-gram flower jars and pre-rolls, will be available for purchase at TGS in the coming months. Additional products will be launched throughout Colorado and in the markets that follow.

To celebrate the launch, TGS and Tyson 2.0 will be hosting a giveaway offering a chance to win a grand prize that includes a cultivation tour with Mike Tyson, along with a swag bag containing Tyson 2.0 memorabilia and a TGS gift card. A second prize winner will receive a signed pair of boxing gloves and a third-place winner will receive a signed photograph. TGS Green Lifestyle rewards' members who purchase Tyson 2.0 flower before Wednesday, Jan. 6, 2022, will be automatically entered to win. Entrants do not need to be a member of Green Lifestyle rewards to enter. No purchase is necessary to enter the contest, but entrants must be 21 or older. Winners will be notified by Monday, Jan. 31, 2022.

For more information or to enter the contest, visit [www.mygreensolution.com/Tyson](http://www.mygreensolution.com/Tyson).

### About Columbia Care

Columbia Care is one of the largest and most experienced cultivators, manufacturers and providers of cannabis products and related services, with licenses in 18 U.S. jurisdictions and the EU. Columbia Care operates 131 facilities including 99 dispensaries and 32 cultivation and manufacturing facilities, including those under development. Columbia Care is one of the original providers of medical 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 new 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, gLeaf, Classix, Press, Amber and Platinum Label CBD. For more information on Columbia Care, please visit [www.col-care.com](http://www.col-care.com).

### About Tyson 2.0

Tyson 2.0 is a premier cannabis company formed with legendary boxer, entrepreneur and icon Mike Tyson. The company's mission is to produce innovative, high-quality cannabis products known for purity, precision, and wide accessibility. Providing consumers an outstanding selection of products, Tyson 2.0 is an extraordinary balance of premium and affordable, full-spectrum cannabis flower, concentrates, and consumables available at retailers nationwide. Learn more at [Tyson20.com](http://Tyson20.com).

### Caution Concerning Forward-Looking Statements

This press release contains certain statements that 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, 2021, 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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### Investor Contact

Lee Ann Evans  
Investor Relations  
+1.212.271.0915  
[ir@col-care.com](mailto:ir@col-care.com)

### Media Contact

Lindsay Wilson  
Columbia Care  
+1.978.662.2038  
[media@col-care.com](mailto:media@col-care.com)

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