



## **Columbia Care Enters World's Largest Regulated Cannabis Market with Grand Opening of Flagship Dispensary in San Diego, California**

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*Global medical cannabis leader launches west coast expansion plan in California's largest, limited license metropolitan market*

*Nationally proven high-touch, provider-based dispensary model and proprietary pharmaceutical-quality products bring novel, impactful and personalized cannabis-based health and wellness solutions to California*

NEW YORK--(BUSINESS WIRE)-- Columbia Care Inc. ("Columbia Care", or the "Company") (NEO: CCHW, OTC: COLXF), one of the largest fully-integrated operators in the global medical cannabis industry with licenses in 15 jurisdictions across the US and the EU, today announced the launch of its west coast expansion strategy with the grand opening of its flagship San Diego dispensary, the Company's first facility in California. Strategically located in the heart of San Diego's Pacific Beach neighborhood at 4645 DeSoto Street, Columbia Care California will provide convenient access to its portfolio of high-quality, cannabis-based health and wellness solutions to more than 3.3 million local residents and more than 35 million tourists that visit the region annually.

Through the grand opening of its San Diego dispensary, Columbia Care also brings its unique, high-touch, provider-based dispensary model to the state of California, offering the same personalized experience that its customers have come to rely upon at its dispensary locations across the US. Columbia Care's data-driven service and support model, informed by over one million successful patient interactions and one of the largest cannabis consumer and product databases in the world, enables its highly-trained team to provide detailed information and education to consumers, their family members and their providers to select the optimal format, dose and cannabinoid combination. As part of its commitment to make every consumer's journey as convenient and familiar as possible, Columbia Care anticipates offering its proprietary home delivery service, 'CC@Home', as well as access to its recently announced CNC Card, the nation's first legal credit card permitting cannabis purchases, to facilitate adoption and ease of access.

As a critical component of Columbia Care California's strategy, by the end of August the company will complete construction on its 45,600 square foot, state-of-the-art manufacturing facility in Southern California to offer its full portfolio of proprietary, precisely-formulated pharmaceutical-quality health, wellness and consumer branded products throughout the state.

"We are thrilled to be the first and only licensed cannabis dispensary operator in Pacific Beach. California is flush with cannabis operators, but none offer the service-centric, data-driven customer journey in combination with differentiated, pharmaceutical-quality health, wellness and consumer branded products that has proven so successful in our other jurisdictions. California is a \$5.5 billion cannabis market, it is about time that Californians have access to the best products and an elevated, more personalized experience," said Nicholas Vita, chief executive officer of Columbia Care. "The quality and consistency of our unique portfolio of precision manufactured health and wellness products will finally provide California with a trusted source for cannabis-based medicines and consumer products, impacting millions of lives with personalized solutions and a confidence-inspiring support and educational experience only offered by Columbia Care. California consumers have led this national movement towards plant based, cannabis solutions to living well. We are proud to introduce our approach to improving lives and disrupt one of the most competitive cannabis markets in the world."

"Columbia Care has a tradition of being a valued and trusted member of the local communities we serve," added dispensary general manager Timothy Penwell. "As a San Diego native, I am proud of the home we have built to serve our community and enhance its well-being. Our highly-curated menu, knowledgeable and welcoming team, ability to accept the CNC credit card, on-site parking and convenience of our location just off the I-5 near the beach will enable us to help the millions of people in the San Diego area who are looking for a better cannabis journey as well as access to support and products that will enhance their wellness regimen."

The grand opening is scheduled to take place Wednesday, July 3 and will be accompanied by a collection of demos, activities and events held at the Columbia Care San Diego location that will be free for all over 21 who come to the dispensary. A schedule of events can be found online at [www.col-care.com/california/](http://www.col-care.com/california/)

### **About Columbia Care Inc.**

Columbia Care Inc. ("Columbia Care" or the "Company") is one of the largest and most experienced multi-state operators in the medical cannabis industry, with licenses in 15 jurisdictions in the US and the EU. With over 1,000,000 successful sales transactions since its inception, Columbia Care is a patient-centered organization setting the standard for compassion, professionalism, quality, caring and innovation, working in collaboration with some of the most renowned and innovative teaching hospitals and medical centers in the world. The Company is committed to providing the type of education and transparency patients deserve and quality of product that clinicians expect. For more information on Columbia Care, please visit [www.col-care.com](http://www.col-care.com).

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