



## RISE Dispensaries Ironically “Celebrates” Richard Nixon with “Thanks, Dick” Campaign

July 12, 2023

Consumer Education and Promotions in Select Markets Call Out Anniversary of the Controlled Substances Act

CHICAGO and VANCOUVER, British Columbia, July 12, 2023 (GLOBE NEWSWIRE) -- [RISE Dispensaries](#), a rapidly growing cannabis retail chain owned by [Green Thumb Industries Inc.](#) (“Green Thumb” or “the Company”) (CSE: GTII) (OTCQX: GTBIF), today announced the launch of its [“Thanks, Dick” campaign](#), which will roll out across RISE Dispensaries in select markets on July 14<sup>th</sup>, to ironically “celebrate” Richard Nixon’s signing of the Controlled Substances Act in 1970. The “Thanks, Dick” campaign recognizes the destructive consequences of the Controlled Substances Act, which effectively initiated the War on Drugs and decades of harm on communities of color.

“Nixon’s Controlled Substances Act was an ill-conceived, targeted policy that brought on devastating impacts to individuals and communities for the last 50+ years,” said Green Thumb Founder, Chairman and Chief Executive Officer Ben Kovler. “The ‘Thanks, Dick’ campaign is a way to acknowledge the harmful aspects of cannabis history while advocating for a better future. We hope that this initiative raises awareness about the injustice that continues to exist today, the irony in federal policy, and the ways in which the current administration can right the wrongs of the past.”

The “celebration” will feature a promotion of 19.70% off storewide from July 14<sup>th</sup> through July 20<sup>th</sup> at participating RISE Dispensaries in California, Illinois, Massachusetts, Minnesota, Nevada, New Jersey, New York, Pennsylvania, Rhode Island, and Virginia. In addition to the promotion, participating RISE Dispensaries will focus on providing consumers with education on the War on Drugs and the state of cannabis today, along with swag giveaways and in-store activations. RISE also encourages consumers to sign its petition in support of cannabis scheduling reform and watch the informational video on its [website](#).

For more information about the “Thanks, Dick” campaign or RISE Dispensaries, please visit [risecannabis.com](#).

### About RISE Dispensaries

RISE Dispensaries, a fast-growing national cannabis retailer founded under Chicago-based Green Thumb Industries, promotes social conscience, community impact and well-being through the power of cannabis. Since opening its doors in 2015, RISE has grown its national footprint to 83 retail locations across 14 U.S. markets and serves millions of patients and customers each year. RISE Dispensaries lead innovative access to cannabis by offering home delivery, virtual pharmacist consultations, mobile pre-ordering and the first consumption lounge east of the Mississippi at RISE Mundelein, Illinois (services vary by market). RISE locations offer a wide variety of products and award-winning brands including &Shine, Beboe, Dogwalkers, Doctor Solomon’s, Good Green, incredibles and RYTHM, produced by owner Green Thumb Industries. RISE Rewards members enjoy insider perks, points and first access to products and merchandise. More information is available at [risecannabis.com](#).

### Cautionary Note Regarding Forward-Looking Information

This press release contains statements which may constitute “forward-looking information” within the meaning of applicable securities laws. 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 the filing of the Documents and the timing thereof. The forward-looking information in this news release is based upon the expectations of future events which management believes to be reasonable. Any forward-looking information speaks only as of the date on which it is made, and, except as required by law, Green Thumb does not undertake any obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise. The forward-looking information in this news release is subject to a variety of known and unknown risks, uncertainties and other factors that could cause actual events or results to differ from those expressed or implied. When considering these forward-looking statements, readers should keep in mind the risk factors and other cautionary statements in Green Thumb’s public filings with the applicable securities regulatory authorities, including with the U.S. Securities and Exchange Commission on its website at [www.sec.gov](#) and with Canada’s System for Electronic Document Analysis and Retrieval (SEDAR) at [www.sedar.com](#), as well as on Green Thumb’s website at [https://investors.gtigrows.com](#), including in the “Risk Factors” section of the Company’s Annual Report on Form 10-K for the year ended December 31, 2022.

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