



Verano Announces the Opening of Zen Leaf™ Mount Holly, the Company's Fourth Dispensary in New Jersey and 153rd Retail Location Nationwide

November 15, 2024

- Zen Leaf, located at 600 High Street in Mount Holly, conveniently lies less than thirty miles east of Philadelphia in New Jersey's Burlington County, a region with over 400,000 residents
- In addition to Zen Leaf Mount Holly, the Company's New Jersey operations include [Zen Leaf dispensaries](#) in Elizabeth, Lawrence Township, and Neptune Township, and a state-of-the-art, 120,000 square foot cultivation and processing facility in Branchburg
- Nationally, Verano's operations span 14 states, comprised of 153 dispensaries and 15 cultivation and processing facilities with more than 1.1 million square feet of cultivation capacity

CHICAGO, Nov. 15, 2024 (GLOBE NEWSWIRE) -- Verano Holdings Corp. (Cboe CA: VRNO) (OTCQX: VRNOF) ("Verano" or the "Company"), a leading multi-state cannabis company, today announced the opening of [Zen Leaf](#) Mount Holly on Friday, November 15th, raising the Company's retail footprint to four dispensaries in New Jersey and 153 retail locations nationwide. Located at 600 High Street in Mount Holly, Zen Leaf will be open daily from 9 a.m. to 10 p.m., local time.

Beginning opening day, Zen Leaf Mount Holly will offer an array of exciting doorbuster deals, including buy one get ones, mix-n-matches, and up to 30% off on select Avexia™, BITS™, Savvy™, Verano™ and (the) Essence™ items. Additionally, the Company's new Mount Holly location will join all Zen Leaf locations in the Garden State in offering daily promotions including a standing 22% discount for Veterans, as well as discounted rates for seniors, college students, and more.

Additionally, on Friday, November 29th, Zen Leaf Mount Holly will host a special Black Friday grand opening celebration and ceremonial ribbon cutting, where guests can enjoy free coffee and donuts, product deals and discounts, local food truck fare, merchandise giveaways, a DJ and photobooth, and onsite glassblowing demonstration.

"We are thrilled to open Zen Leaf Mount Holly, our first location in South Jersey and fourth dispensary in the Garden State," said George Archos, Verano founder and Chief Executive Officer. "Zen Leaf Mount Holly broadens our retail footprint in the growing New Jersey market, and we look forward to offering our wide variety of award-winning products, our Cabbage Club membership program, and an exceptional experience for local cannabis consumers."

Zen Leaf Mount Holly adds another convenient location for South Jersey cannabis consumers, in addition to Zen Leaf Neptune, Zen Leaf Lawrence and Zen Leaf Elizabeth. Verano's operations in New Jersey include a state-of-the-art 120,000 square foot cultivation and processing facility in Branchburg, where the company produces its signature Verano™ Reserve flower, Swift

Lift[™] pre-roll joints and vapes; (the) Essence[™] and Savvy flower, edibles and vapes; On the Rocks[™] Live Rosin vapes and extracts; BITS[™] low-dose high-function edibles; and Avexia[™] RSO, topicals, tablets and tinctures.

For additional convenience and accessibility, patients can choose to order ahead at [ZenLeafDispensaries.com](https://zenleafdispensaries.com) for express in-store pickup. Product images, logos and b-roll footage are available on the [Company Newsroom](#).

About Verano

Verano Holdings Corp. (Cboe CA: VRNO) (OTCQX: VRNOF), one of the U.S. cannabis industry's leading companies based on historical revenue, geographic scope and brand performance, is a vertically integrated, multi-state operator embracing a mission of saying Yes to plant progress and the bold exploration of cannabis. Verano provides a superior cannabis shopping experience in medical and adult use markets under the Zen Leaf[™] and MÜV[™] dispensary banners, including [Cabbage Club[™]](#), an innovative annual membership program offering exclusive benefits for cannabis consumers. Verano produces a comprehensive suite of high-quality, regulated cannabis products sold under its diverse portfolio of trusted consumer brands including Verano[™], (the) Essence[™], MÜV[™], Savvy[™], BITS[™], Encore[™], and Avexia[™]. Verano's active operations span 14 U.S. states, comprised of 15 production facilities with over 1.1 million square feet of cultivation capacity. Learn more at [Verano.com](https://verano.com).

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Forward Looking Statements

This press release contains "forward-looking statements" within the meaning of the safe harbor

provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans, strategies, or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Generally, such forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "future", "scheduled", "estimates", "forecasts", "projects," "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases, or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved". Forward-looking statements involve and are subject to assumptions and known and unknown risks, uncertainties, and other factors which may cause actual events, results, performance, or achievements of the Company to be materially different from future events, results, performance, and achievements expressed or implied by forward-looking statements herein, including, without limitation, the risk factors described in the Company's annual report on Form 10-K for the year ended December 31, 2023 and any subsequent quarterly reports on Form 10-Q, in each case, filed with the U.S. Securities and Exchange Commission at www.sec.gov. The forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information or forward-looking statements that are contained or referenced herein, except as may be required in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf is expressly qualified in its entirety by this notice regarding forward-looking information and statements.

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¹ . U.S. Census