



Verano Accelerates Retail Expansion in Central Florida with the Opening of MÜV Haines City, the Company's 75th Location in Florida and 140th Retail Location in the Nation

May 9, 2024

- Located at 127 U.S. Highway 17 92 W, MÜV Haines City bolsters the Company's retail presence in Polk County, a region with more than 800,000 residents¹
- MÜV Haines City, the community's first medical cannabis dispensary, complements nearby MÜV locations in Auburndale, Lakeland and Winter Haven
- Verano's active operations span 13 states, comprised of 140 dispensaries and 14 cultivation and processing facilities, with more than 1 million square feet of cultivation capacity
- Verano is an active supporter of the [Smart and Safe Florida](#) campaign, a multi-stakeholder effort advocating for the passage of the Amendment 3 ballot initiative to legalize adult use cannabis in the Sunshine State

CHICAGO, May 09, 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 MÜV Haines City on Friday, May 10, the Company's 75th Florida dispensary and 140th retail location nationwide. MÜV Haines City, located at 127 U.S. Highway 17 92 W, will be open Monday through Saturday from 9 a.m. to 7 p.m. and Sunday from 11 a.m. to 5 p.m., local time.

Situated in Polk County, which counts more than 800,000 residents¹, MÜV Haines City enhances the Company's footprint in central Florida, accompanying MÜV dispensaries in Auburndale, Lakeland and Winter Haven.

"We're thrilled to bring the MÜV experience to Haines City, where we'll offer the local patient community access to our wide variety of high quality products, extensive cannabis expertise and patient-centric care," said John Tipton, President of the Southern Region. "Given the historic opportunity Floridians have to end cannabis prohibition this November at the ballot box, we're excited to welcome patients in Haines City and broaden our retail footprint during this pivotal time for cannabis in the Sunshine State."

MÜV dispensaries feature online menus for effortless browsing of their extensive, award-winning product selection, including the Company's signature Verano Reserve, MÜV and Sweet Supply flower, Encore edibles, On the Rocks concentrates and extracts, and Savvy flower and extracts, spanning an array of categories. The Company also offers one-on-one virtual and in-store consultations at no cost to patients and provides patient-centric concierge services via phone, email, web chat and text to address patient questions and inquiries.

For additional convenience and accessibility, patients can visit muvfl.com or the MÜV mobile application - available in the Google Play and Apple App stores - for additional information and to place orders 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 13 U.S. states, comprised of 14 production facilities with over 1,000,000 square feet of cultivation capacity. Learn more at 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.

¹ Source: [U.S. Census](http://www.census.gov)

VERANO™ Source: Verano Holdings Corp.