



FOR IMMEDIATE RELEASE

MedMen Launches National Campaign to Fuel Marijuana Policy Reform With Marijuana Industry Revenues

Leading marijuana firm partners with nation's largest marijuana policy reform organization to end marijuana prohibition; Pledge 4 Growth asks marijuana businesses to commit 0.420% of their revenue to supporting the work of the Marijuana Policy Project

LOS ANGELES, CA – November 4, 2015 — Marijuana consulting and management firm MedMen announced Wednesday that it is launching a national campaign to fuel marijuana policy reform with revenue raised by the marijuana industry.

The first-of-its-kind Pledge 4 Growth campaign asks marijuana businesses to commit 0.420% of their annual gross revenue to supporting the Marijuana Policy Project (MPP), the nation's largest marijuana policy reform organization. MedMen will be a founding donor to Pledge 4 Growth.

"MedMen has been a huge supporter of MPP's work since our inception and we want to ensure that the progress made by MPP is able to continue," said Adam Bierman, MedMen CEO. "There is a dire need for a national campaign that brings together both the advocacy and business sides of the industry, and Pledge 4 Growth will do just that."

MPP was the largest backer of the successful campaigns to legalize and regulate marijuana for adult use in Colorado (2012) and Alaska (2014), and it is supporting efforts to pass similar initiatives in Arizona, California, Maine, Massachusetts, and Nevada in 2016. The organization has also been responsible for passing several state medical marijuana and decriminalization laws since 2000.

"MedMen is really stepping up here, and we hope other members of the marijuana industry will join them," said MPP co-founder and executive director Rob Kampia. "With the support of the broader marijuana business community, we can end prohibition in a dozen more states by 2019."

To kick off the Pledge 4 Growth campaign, MedMen and MPP will co-host a launch event this month in Las Vegas during one of the largest marijuana industry trade shows in the nation.

Visit <http://www.pledge4growth.com> for more information on becoming a donor.

About MedMen

MedMen is the foremost turnkey management company providing services for the marijuana industry. Since 2010, MedMen has helped more than 100 businesses navigate the complexities of entering and succeeding in the legal marijuana market, from effectively completing state applications to managing the day-to-day operations of a mature business. Founded by entrepreneurs Adam Bierman and Andrew Modlin, MedMen brings together expertise in three critical areas—licensing, design, and management—to help businesses enter the industry, maximize their space and brand identity, and grow a legitimate and stable operation. For more information about MedMen and to view the MedMen’s guide to cultivating and managing legal marijuana, visit <http://medmen.com/>.

For more information about MedMen and Pledge 4 Growth, please contact Ada Lee at 310-299-7860 or ada@medmen.com.

For more information about the Marijuana Policy Project, please contact Lauren Vazquez at 202-905-2017 or lvazquez@mpp.org.

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