



News Release

SXSW 2019 to Feature MedMen Co-Founder & CEO Adam Bierman

LOS ANGELES—(March 12, 2019)— MedMen Enterprises Inc. (“MedMen” or the “Company”) (CSE: MMEN) (OTCQX: MMNFF) (FSE: A2JM6N) today announces that Adam Bierman, CEO and Co-Founder, will participate in a featured session at South by Southwest® (“SXSW®”), the annual film, culture, music and technology event in Austin, Texas on Thursday, March 14 at 12:30 PM Central Time at the Hilton Austin.

The session, titled “[Cannabis: The New Normal with Adam Bierman](#),” will discuss what cannabis culture looks like today as mainstream perceptions evolve. He will also share insights into consumer trends and where he believes the industry as a whole is headed. The format will feature a fireside chat led by Abby Schreiber, Executive Editor of Paper Magazine and Managing Editor of EMBER, a journal of cannabis and culture produced in collaboration between MedMen and Paper’s parent company, ENT Tech Media Group.

The event will also highlight the newly released short film, [The New Normal](#), that chronicles society’s evolving perceptions of the cannabis plant, from pre-prohibition to the modern industry of today. The film is directed by Spike Jonze and was made in collaboration with actor Jesse Williams, Academy-Award nominated cinematographer Bradford Young and production designer James Chinlund. The short film captures MedMen’s vision that legalized and regulated cannabis creates a safer, healthier and happier world, and furthers the Company’s mission to destigmatize cannabis.

Following the event, SXSW® will post a recording of the session on its YouTube channel.

ABOUT MEDMEN:

MedMen is a cannabis retailer with operations across the U.S. and flagship stores in Los Angeles, Las Vegas and New York. MedMen’s mission is to provide an unparalleled experience that invites the world to discover the remarkable benefits of cannabis because a world where cannabis is legal and regulated is a safer, healthier and happier world. Learn more at www.medmen.com

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SOURCE: MedMen Enterprises