



News Release

Music Executive Jay Brown Joins MedMen's Board

LOS ANGELES (July 31, 2018) –[MedMen Enterprises Inc.](#) (“MedMen” or the “Company”) (CSE: MMEN) (OTCQB: MMNFF) is pleased to announce that RocNation Co-founder and CEO Jay Brown has joined its Board of Directors.

A seasoned entrepreneur and executive with more than 20 years in the music industry, Jay Brown has been a fixture on Billboard magazine’s annual Power 100 List. Brown has helped propel the careers of several Grammy nominated and award-winning artists throughout his lifetime.

“Marijuana today is less about smoking a joint, and much more about lifestyle and culture. It is about healthier, safer choices for mind and body, and community,” said MedMen Co-founder and CEO Adam Bierman. “For more than two decades, Jay Brown has had his finger on the pulse of pop culture. We are honored to have him on our Board and look forward to working with him as MedMen continues on its mission to mainstream marijuana.”

Brown began his career as a publishing executive with Qwest Records. He later served as senior vice president at Elektra Entertainment Group and then as executive vice president at Def Jam Recordings. Since its inception in 2008 and with Brown at its helm, RocNation has branched out into the world of touring and merchandising, television and film, content creation, apparel, mobile gaming, new business ventures, and is heavily responsible for today’s popular arts and culture.

“Over the years, I’ve met great talent and passionate people who helped shape our view of the world through music,” said Brown. “I see that same intensity in today’s emerging cannabis industry and MedMen is definitely at the head of the pack. I believe in their mission and I believe in their ability to execute.”

MedMen operates 19 licensed facilities in California, Nevada and New York, including cultivation, manufacturing and retail. MedMen stores are in marquee locations such as Beverly Hills, Los Angeles’ Abbott Kinney district, Downtown Las Vegas and New York’s Fifth Avenue.

ABOUT MEDMEN:

MedMen Enterprises is a leading cannabis company in the U.S. with assets and operations nationwide. Based in Los Angeles, MedMen brings expertise and capital to the cannabis industry and is one of the nation’s largest financial supporters of progressive marijuana laws. Visit

<http://www.medmen.com>

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