



News Release

MedMen Gives to 15 Percent Pledge with [statemade]

LOS ANGELES (August 15, 2020) – As part of MedMen’s continued collaboration with the 15 Percent Pledge, MedMen will donate 15% of sales from its in-house cannabis line, [statemade] to the 15 Percent Pledge from August 15th while supplies last. The 15 Percent Pledge is a non-profit advocacy organization created with the goal of advocating for and supporting Black-owned businesses and Black entrepreneurs by seeking proportional representation of Black-owned businesses across all areas of the retail landscape. The 15 Percent Pledge will continue to be a vital partner in MedMen’s ongoing commitment to the incubation of Black and Brown-owned cannabis brands including the dedication of 15% of MM’s shelf space to these brands.

“Black people make up only 4.3% of the legal cannabis industry at an ownership or stakeholder level and there is currently no national legal code to ensure social equity in the market. Barriers including access to capital and social injustice leading to distrust in the industry have kept many from applying for a license,” said Aurora James, Founder of the 15 Percent Pledge. “Through MedMen’s [statemade] partnership to support the 15 Percent Pledge, we are thrilled to work with one of the largest cannabis retailers in the United States to set an important precedent for change while working to increase representation and financial equality for Black people in the cannabis community.”

[statemade] provides consumers with high-quality cannabis products made right in their own state, designed to help them reach an elevated state of mind. Available in California and Nevada, the products come in five different effects, each formulated to help consumers reach their desired state. The *max* line is perfect for gaining energy for a full day of activities, for example, while *zzz* supports rest and solid sleep. The line also includes *joy*, *zen*, and *ebb*.

To learn more about [statemade] for 15 Percent Pledge, please visit [Ember](#), MedMen’s digital editorial platform. Ember is high culture for all, providing a point of view on style, wellness, food, and travel through a cannabis filtered lens.

ABOUT MEDMEN:

MedMen is North America’s leading cannabis retailer with flagship locations in Los Angeles, Las Vegas, Chicago, and New York. MedMen offers a robust selection of high-quality products, including MedMen-owned brands [statemade], LuxLyte, and MedMen Red through its premium retail stores, proprietary delivery service, as well as curbside and in-store pick up. MedMen Buds, an industry-first loyalty program, provides exclusive access to promotions, product drops and content. MedMen believes that a world where cannabis is legal and regulated is safer, healthier and happier. Learn more about MedMen and The MedMen Foundation at www.medmen.com

ABOUT 15 PERCENT PLEDGE:

The 15 Percent Pledge is a 501c3 non-profit advocacy organization urging major retailers to commit 15% of their shelf-space to Black-owned businesses. It offers large corporations accountability support and consulting services with the goal of advocating for and supporting Black-owned businesses. The 15 Percent Pledge seeks economic equality and prosperity for Black future founders, Black students, and Black people in the workforce. Launched in 2020 by Aurora James, the initiative was born from seeing multiple acts of social injustice and police brutality in the United States, with a lack of accountability for the systemic issues at play. Businesses including Sephora, Rent the Runway, West Elm, and now MedMen have all committed to the 15 Percent Pledge. For more information, visit www.15percentpledge.org

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