



## News Release

### MedMen's Andrew Modlin Wins Unprecedented American Marketing Association Award



**Los Angeles** (Aug. 21, 2017) - Andrew Modlin, co-founder and chief operating officer of leading cannabis firm MedMen was awarded the prestigious "[Emerging Leader Award](#)" by the American Marketing Association, the country's top marketing trade organization. Mr. Modlin was one of four "under 40" recipients the organization honored as future leaders in the marketing field.

Mr. Modlin is a pioneer in cannabis operations and credited with several innovations in the marijuana industry. He is a visual artist by training and his vision informs MedMen's retail concept, which is unlike any other in the industry. Mr. Modlin challenges the status quo and seeks to create a consumer market where buying cannabis is as normal as buying a bottle of wine.

"It's an incredible personal honor to be recognized by the AMA. This award is validation of the ongoing work that MedMen does to change people's perception about and around cannabis," said Mr. Modlin. "We work hard everyday to be at the forefront of mainstreaming marijuana, and this award will empower us to continue creating the next generation of businesses and consumers in the cannabis industry."

Mr. Modlin's nomination was carefully selected by a committee from the advisory councils of the [American Marketing Association](#).

"As a community for marketers that inspires curiosity, debate and connection, we are proud to honor these four professionals for their extraordinary commitment to advancing our industry," says Russ Klein, CEO of the American Marketing Association. "They embody the AMA vision to be an essential community for marketers ready to make a difference with the work they do."

The AMA's 4 Under 40 winners will be recognized during a luncheon on September 13, 2017 during the AMA Annual Conference in Las Vegas. He will also participate in an Emerging Leaders Spotlight panel at the event.

#### **About MedMen:**

MedMen is a leading cannabis management and investment firm based in Los Angeles with operations and exposure across North America. The Firm offers turnkey services to license holders in the areas of cultivation, extraction, production and retail operations,

and deploys capital in key strategic markets across the U.S. and Canada. For more information visit [medmen.com](http://medmen.com).

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