



Schwazze Debuts Star Buds Brand Evolution With The Remodel Of Star Buds Aurora, Colorado

July 7, 2022

Schwazze Will Host A Grand Opening on July 9, 2022

To Debut The Remodeled Star Buds In Aurora, Colorado

DENVER, July 7, 2022 - [Schwazze](#), (OTCQX: SHWZ) (NEO: SHWZ), a vertically integrated regional cannabis company with assets in Colorado and New Mexico, announces the evolution of the Star Buds brand with the remodel of two Star Buds cannabis dispensaries in Colorado. Schwazze will debut the first Star Buds dispensary to display the brand evolution and renovation on July 9, 2022 at its Montview store located at 10100 E Montview Blvd, Aurora, CO 80010.

Star Buds is a premier marijuana dispensary that offers a wide selection of products and best-in-class service. The Star Buds evolution is designed to capture a 70s retro persona; fun-loving, easy-going, and one that never lets you down. The Star Buds evolution highlights that each location is more than a dispensary, as they embody a nostalgic presence about the good times, while also helping customers find their way.

The Star Buds brand evolution moves away from a color theme traditionally used within the cannabis industry and incorporates a warmer color scheme of kelly green, yellow, and orange. The dispensaries feature in-store signage that highlight distinctly unique Star Buds phrases such as, "Good Vibes This Way," "Find Your Happy," "The Freshest Greens Served Daily," including brand pillar messaging of the Company's core values: "Top Quality, Widest Selection, Stellar Service." The new design provides an enhanced consumer experience and more space for budtenders to better serve customers.

"We're proud to debut the Star Buds brand evolution, driven by the team at Schwazze, to offer our customers a fun, colorful environment that combines the traditional bud bar model with a shop-the-store, more hands-on experience," said Collin Lodge, Vice President of Retail for Schwazze. "As owners of Star Buds in Colorado, our stores are entering a new era that aligns perfectly with our mission of offering the widest selection of top quality products with stellar service."

The festivities celebrating the debut of the first Star Buds brand evolution and renovation kick off on Saturday, July 9, 2022 at 11 am. The first 50 customers will receive a backpack filled with Star Buds branded swag. The celebration will feature games, giveaways, a social media scavenger hunt, and representatives from various prominent cannabis brands, such as Wana, O.Pen, Willie's Reserve, Ripple and more. The dispensary, located at 10100 E Montview Blvd, Aurora, CO will offer in-store discounts all weekend.

In late summer 2022, Schwazze will complete the remodel of Star Buds Glendale located at 492 S Colorado Blvd, Glendale, CO 80246. The brand evolution and remodel follows the acquisition of 13 Colorado Star Buds locations in March of 2021. The acquisition and brand evolution of the Star Buds retail spaces are part of a proven integration, which has grown the total number of Colorado dispensaries to 23 along with four cultivation facilities.

Star Buds N. Aurora

Aurora

10100 E Montview Boulevard

Aurora, CO 80010

Grand Reopening Celebration

Saturday, July 9, 2022

11 am to 3 pm

About Schwazze

Schwazze (OTCQX:SHWZ, NEO:SHWZ) is building a premier vertically integrated regional cannabis company with assets in Colorado and New Mexico and will continue to take its operating system to other states where it can develop a differentiated regional leadership position. Schwazze is the parent company of a portfolio of leading cannabis businesses and brands spanning seed to sale. The Company is committed to unlocking the full potential of the cannabis plant to improve the human condition. Schwazze is anchored by a high-performance culture that combines customer-centric thinking and data science to test, measure, and drive decisions and outcomes. The Company's leadership team has deep expertise in retailing, wholesaling, and building consumer brands at Fortune 500 companies as well as in the cannabis sector. Schwazze is passionate about making a difference in our communities, promoting diversity and inclusion, and doing our part to incorporate climate-conscious best practices.

Medicine Man Technologies, Inc. was Schwazze's former operating trade name. The corporate entity continues to be named Medicine Man Technologies, Inc. Schwazze derives its name from the pruning technique of a cannabis plant to enhance plant structure and promote healthy growth.

Forward-Looking Statements

This press release contains "forward-looking statements." Such statements may be preceded by the words "plan," "will," "may," "predicts," or similar

words. Forward-looking statements are not guarantees of future events or performance, are based on certain assumptions, and are subject to various known and unknown risks and uncertainties, many of which are beyond the Company's control and cannot be predicted or quantified. Consequently, actual events and results may differ materially from those expressed or implied by such forward-looking statements. Such risks and uncertainties include, without limitation, risks and uncertainties associated with (i) our inability to manufacture our products and product candidates on a commercial scale on our own or in collaboration with third parties; (ii) difficulties in obtaining financing on commercially reasonable terms; (iii) changes in the size and nature of our competition; (iv) loss of one or more key executives or scientists; (v) difficulties in securing regulatory approval to market our products and product candidates; (vi) our ability to successfully execute our growth strategy in Colorado and outside the state, (vii) our ability to consummate the acquisition described in this press release or to identify and consummate future acquisitions that meet our criteria, (viii) our ability to successfully integrate acquired businesses and realize synergies therefrom, (ix) the ongoing COVID-19 pandemic, * the timing and extent of governmental stimulus programs, (xi) the uncertainty in the application of federal, state and local laws to our business, and any changes in such laws, and * out ability to satisfy the closing conditions for the private finding described in this press release. More detailed information about the Company and the risk factors that may affect the realization of forward-looking statements is set forth in the Company's filings with the Securities and Exchange Commission (SEC), including the Company's Annual Report on Form 10-K and its Quarterly Reports on Form 10-Q. Investors and security holders are urged to read these documents free of charge on the SEC's website at <http://www.sec.gov>. The Company assumes no obligation to publicly update or revise its forward-looking statements as a result of new information, future events or otherwise except as required by law.

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