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## **New Frontier Partners with ArcView Market Research Data Innovator & Cannabis Industry Pioneer Team Up**

**Washington – Frontier Financial Group Inc., the Cannabis Big Data firm, and leading provider of actionable intelligence and authoritative analytics, has announced a partnership with the pioneering top selling publisher of cannabis market information, ArcView Market Research. New Frontier and ArcView are coming together to bring critical industry reporting to the cannabis industry.**

“Nobody has the years of experience, industry understanding, and market traction that ArcView has. New Frontier is the only company that has been able to tackle the sparse and fragmented nature of the data in the cannabis sector. New Frontier’s mission is to raise industry reporting standards just as ArcView’s has been to legitimize the sector as the credible industry it clearly is today. Our partnership is therefore one born of our mutual commitment to raising the bar in the cannabis sector, and together we are uniquely positioned to provide industry stakeholders with the best qualitative and quantitative data and analysis required to navigate the fastest growing industry in America,” said New Frontier Founder and CEO Giadha DeCarcer.

“Teaming up with New Frontier made perfect sense for ArcView. We were impressed with their initial market data and analysis offerings and immediately saw how they could augment our efforts to meet the expanding data and analysis needs of this rapidly maturing market.,” said ArcView CEO Troy Dayton.

This strategic partnership will raise the bar in cannabis industry reporting and provide the industry with at least 10 co-produced reports over the next year, including the 4<sup>th</sup> edition of *The State of Legal Marijuana Markets*, formerly produced independently by ArcView. It will be released in winter 2016 but pre-sales began today. The report will combine in-depth industry understanding with rigorous analytics and vetted data to provide the most comprehensive and authoritative report in the cannabis market today.

The new State of Legal Marijuana report will include topics such as:

- National and state-level market sizing
- Market growth projections
- Legal and Regulatory Frameworks
- Product and Industry Trends
- Investment Assessments and Financial Analysis



“The partnership between ArcView and New Frontier is a perfect marriage of the pioneering spirit and innovation necessary in this fast paced industry,” said DeCarcer.

**About New Frontier Financials:**

New Frontier Financials provides objective, sophisticated and comprehensive reporting for the nascent and underserved cannabis industry. New Frontier, is the premiere Big Data shop in the sector and looks beyond the plant cultivation and distribution, to raise the industry bar and provide visibility into what will inevitably soon be a mature and more complex industry. New Frontier Financials is headquartered in Washington, D.C. For more information or media inquiries, please visit [www.newfrontierfinancials.com](http://www.newfrontierfinancials.com) or contact Gretchen Gailey at 202-489-3821 or [ggailey@frontierfinancials.com](mailto:ggailey@frontierfinancials.com).

**About The ArcView Group:**

Founded in 2010, The ArcView Group is responsible for a number of groundbreaking ventures in the cannabis industry. The ArcView Investor Network includes more than 500+ dues-paying accredited investors who have put more than \$55 million behind 85 companies. [ArcView Market Research](#) produces the State of Legal Marijuana Markets report, which is the most oft-cited market data report. ArcView recently became a partner in [Canopy](#), a seed-stage mentor-driven business accelerator. ArcView is also co-founder of [Cannasure Insurance Services](#), the leading provider of business insurance to the cannabis industry.

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