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## **Cannabis Big Data New Frontier Joins Forces with Private Equity Phyto Partners**

**Washington – Frontier Financial Group Inc., (dba New Frontier) the Cannabis Big Data firm, and leading provider of actionable intelligence and authoritative analytics, has announced a partnership with Florida-based Phyto Partners. New Frontier and Phyto have strategically aligned to improve visibility and provide factual data to the cannabis industry.**

“No one has seen an industry grow as fast as cannabis since the internet boom. Now, for it to continue growing, operators and investors need big data to make informed decisions and take their businesses to the next level. Partnering with Phyto Partners enables New Frontier to stay tuned into what the financial community requires to make profitable investment decisions into the cannabis sector” said Giadha DeCarcer, New Frontier Founder and CEO.

Phyto Partners provides capital to entrepreneurs, start-ups, and operating businesses in the cannabis industry. They have a broad network of experienced executives, financials experts, analysts and advisors to assist portfolio companies with financing need, operations, and execution.

”Phyto Partners sees the critical need for business intelligence and data analytics as entrepreneurs, business operators, investors, policy makers, and academics make decisions impacting the future of this fast growing industry. New Frontier Financials' data analytics and business intelligence will provide Phyto Partners with valuable information that will greatly assist its investment process. I am excited to partner with the premier research firm in the cannabis industry and support the industry at large,” said Larry Schnurmacher, Managing Partner of Phyto Partners.

### **About New Frontier:**

New Frontier is the first company to provide objective, sophisticated and comprehensive industry reporting for the nascent and underserved cannabis sector. New Frontier, the premiere Big Data shop in the sector, looks beyond the plant cultivation and distribution,

to raise the industry standards and provide visibility into what will inevitably soon be a mature and more complex industry. New Frontier is headquartered in Washington, D.C. For more information or media inquiries, please visit [www.frontierfinancials.com](http://www.frontierfinancials.com) or contact Gretchen Gailey at 202-489-3821 or [ggailey@frontierfinancials.com](mailto:ggailey@frontierfinancials.com).

### **About Phyto Partners**

Phyto Partners is capitalizing America's next great industry. As one of the cannabis industries premier private equity funds, Phyto Partners is a vital resource for providing critical funding and strategic resources to Canna-businesses. Phyto Partners is headquartered in Boca Raton, Florida. For more information on Phyto Partners, go to: [www.phytopartners.com](http://www.phytopartners.com).

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