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New Frontier Partners with Aunt Zelda's To Create A New Way to Prescribe Cannabis

Washington – New Frontier, the leading Big Data provider in the cannabis industry, is announcing a new strategic partnership with Aunt Zelda's, led by Mara Gordon, who has become the leading expert in alleviating patient suffering through the use of medical cannabis. Now, together with New Frontier, Aunt Zelda's will be launching a first of its kind proprietary solution positioned to revolutionize how cannabis is prescribed.

"Our shared mission is to continue to provide transparency into the industry and facilitate better fact-based understanding of medicinal cannabis. Currently, the medical cannabis research space is primarily anecdotal evidence self-reported by patients who are often unaware of the actual chemistry involved. This partnership will give dispensaries and physicians the ability to better match a patient's symptoms with the proper treatments," said New Frontier Founder and CEO Giadha DeCarcer.

"We are raising the bar by only including lab-tested medicines, measured doses, and documented results. No longer will physicians sit on the sidelines while their patients self-medicate. In our collaboration with New Frontier, we wish to make medical cannabis facts available to legislators, learning institutions, and anyone who is interested in furthering the adoption of cannabis as a viable alternative treatment option. Cannabis integration into health care is inevitable. We want it done right," said Gordon.

New Frontier and Aunt Zelda's have created a joint venture to combine Aunt Zelda's years of successful patient treatment and rigorous data collection efforts with New Frontier's data mining, reporting, and analytics. Aunt Zelda's is a pioneering, data-driven developer of cannabis-based plant medicines, who has refined a specialized extraction and dosing method that results in consistency and predictability to put control back into patients' lives.

The data being collected is the necessary information any physician wants to know when treating a patient. This includes health history, family history, and the goals of the patient in seeking treatment. In addition, previous and current cannabis use is collected with methods of ingestion.

"This solution is another example of how data will transform the cannabis space and give researchers a better understanding of the plant, while providing physicians and patients with valuable information," said DeCarcer

About New Frontier:

New Frontier is the first company to provide objective, sophisticated and comprehensive analytics and reporting for the nascent and underserved cannabis industry. New Frontier, the premiere Big Data shop in the sector, 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 is headquartered in Washington, D.C. For more information or media inquiries, please visit www.frontierfinancials.com or contact Gretchen Gailey at 202-489-3821 or ggailey@frontierfinancials.com.

About Aunt Zelda's:

Aunt Zelda's is a not for profit collective dedicated to helping patients use high-quality cannabis extracts for chronic diseases located in the San Francisco bay area. Mara Gordon, Cannabis Alchemist and Chief Process Engineer at Aunt Zelda's has been involved in all aspects of the business and now specializes in developing customized treatment plans for patients. For more information, please visit www.azcannaoil.com.

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