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Medical Marijuana Initiative Passes in Arkansas Market Projected to Grow to \$6.4M by 2020

Washington – Voters have passed Arkansas Medical Marijuana Amendment, also known as Issue 6. New Frontier Data, the authority in cannabis Big Data analytics, in partnership with Arcview Market Research, the leading publisher of cannabis market research, is projecting the size of the medical marijuana market in Arkansas to grow to \$6.4 million by 2020.

“As one of the first states in the deep south to pass medical legalization, Arkansas reflects the strong level of support for medical cannabis that we now see nationally. The approval of this measure represents an important symbolic step in the advancement of legal cannabis access in the south, proving that this issue is not reserved to the liberal and urban centers of the country, but is one which now commands national appeal. The medical program in Arkansas will undoubtedly fuel the debate in surrounding states on how to respond to growing public support for legal medical marijuana access,” said New Frontier Data Founder & CEO Giadha DeCarcere.

“There is nothing more powerful than an idea whose time has come. This is marijuana’s moment,” said Arcview Group CEO Troy Dayton. “You will not find another multi-billion dollar industry growing at this rate that isn’t already attracting huge multi-national companies and institutional investors. It’s truly a historic opportunity for pioneering investors and entrepreneurs to take a run at a huge market without needing to compete with the really big dogs...yet,” said Troy Dayton, Arcview Group CEO.

A second medical marijuana legalization measure, which was invalidated by the state Supreme Court just two weeks before the election, highlights the divisions in the state on how best to regulate the medical cannabis market. With the passage of this measure, it remains to be seen how the debate will continue in the state.

About New Frontier:

New Frontier Data provides objective, rigorous and comprehensive analysis and reporting for the nascent and underserved cannabis industry. New Frontier’s data and reports have been cited in over 45 countries around the world to inform industry leaders. New Frontier, the premiere Big Data shop in the sector looks beyond the plant cultivation and distribution, to raise the industry bar and improve visibility into what will inevitably soon be a mature and more complex industry. Founded in 2014, New Frontier is headquartered in Washington, D.C. and has additional offices in Denver. For more information or media inquiries, please visit www.frontierfinancials.com or contact Gretchen Gailey at 202-489-3821 or 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 \$74 million behind 130 companies. Arcview

[Market Research](#) produces the State of Legal Marijuana Markets report, which is the most oft-cited market report. ArcView is a partner in [Canopy](#) Boulder, 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. For more information or media inquiries, please visit www.arcviewgroup.com or contact Abby Benjamin at 855-892-1951.

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