

November 8, 2016

Media Contact: Gretchen Gailey
(202) 489-3821 | ggailey@frontierfinancials.com

Adult Use Marijuana Initiative Passes in Maine Market Projected to Grow to \$325M by 2020

Washington – Voters have passed the Maine Marijuana Legalization Initiative, also known as Question 1. 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 total marijuana market in Maine to grow to \$325 million by 2020.

“Following a very closely contested battle, one with the narrowest of margins. Maine became the eighth state to legalize adult use. As the second state to approve adult use legalization on the East Coast, it is an important, symbolic development in the advancement of legal cannabis nationwide. As a state with a small population, Maine’s adult use market will be relatively small, but highly influential in accelerating the legalization debate in other New England and Northeastern states,” said New Frontier Data Founder & CEO Giadha DeCarcer.

“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.

Maine Revenue Services reported \$23.6 million in dispensary sales in 2015, a 40% increase over 2014 dispensary sales and more than triple what was sold in 2013. However, the reported dispensary sales by Maine Revenue Services do not include numbers from the large population of registered caregivers, and the total legal market is estimated to be higher than the reported sales.

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.

#####