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## Medical Marijuana Initiative Pass in Montana Market Projected to Grow to \$127M by 2020

*Washington* – Voters have passed the Montana Medical Marijuana Initiative, also known as I-182. New Frontier Data, the authority in cannabis Big Data analytics, in partnership with Arcview Market Research, are projecting the size of the medical marijuana market in Montana to grow to \$127 million by 2020.

“The passage of Montana’s medical cannabis initiative restores the medical use rights that voters first approved in 2004 but which state lawmakers gutted in 2011. While this new law may come too late for some of the caregivers who were unable to sustain operations under the tight restrictions lawmakers had imposed, it will enable patients, providers and physicians to operate with more confidence of their protection under the law,” 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 Dayton, Arcview Group CEO.

In 2004, voters approved the Medical Marijuana Act, also known as Initiative 148, which allowed production, possession and use of marijuana by patients with debilitating medical conditions. In 2011, lawmakers attempted to repeal Initiative 148 with HB 161. It later passed through both the Montana House of Representatives and the Montana State Senate, but was then vetoed by Gov. Brian Schweitzer. Weeks later, Senate Bill 423 was approved by both houses, banning dispensaries from having more than three patients in the state, and became law without the governor’s signature in May. The Montana Cannabis Industry Association later sued the state and the enactment of the new rules were stayed pending a final ruling by the courts. In early 2016, the state supreme court ruled against MCIA, and in August 2016, the new medical regulations went into effect.

### **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](http://www.frontierfinancials.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 \$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](http://www.arcviewgroup.com) or contact Abby Benjamin at 855-892-1951.

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