



PRESS RELEASE

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FIRST EVER CANNABIS COMPANY TO SPONSOR AND PARTICIPATE IN FORBES AG TECH SUMMIT

*Grupo Flor introduces cannabis to the Forbes Ag Tech Summit - Salinas agriculture
continues to lead the way with a new ag crop*

Salinas, CA – The Forbes AgTech Summit on June 28 - 29, 2017, is bringing insights and innovations from the best in the field from biotech to precision farming, to big data to sensory technology and now to cannabis cultivation.

Salinas-based Grupo Flor is among a select handful of Salinas business leaders who are sponsoring the summit and are the first-ever cannabis company joining the ranks of agriculture professionals, influential leaders and policy makers at the summit. With over 2.6 million square feet of properties dedicated to cannabis cultivation, Grupo Flor's state-of-the-art technology in extraction, simplified irrigation and pesticide management is quickly positioning them as the industry leader.

“Grupo Flor’s participation and sponsorship of the Forbes AgTech Summit is a sign of legitimacy in this emerging industry,” said Gavin Kogan, Grupo Flor’s Co-Founder and local cannabis attorney. “This type of involvement helps demystify cannabis cultivation as we stand at the cusp of an unprecedented market opportunity where technology and first mover advantage will define market share for years to come.”

Grupo Flor is hosting a Media Reception at its corporate headquarters prior to the Forbes AgTech Summit on Tuesday, June 27 from 5-6 p.m. at 115 Cayuga Street in Salinas.

The Grupo Flor family of cannabis companies is shaping the future of the market, by inviting visionary entrepreneurs to participate in all aspects of the cannabis industry. They have developed a vast ecosystem of private equity, real estate leasing, cultivation, manufacturing, distribution, equipment financing and retail operations, providing necessary resources throughout California's regulated market. Grupo Flor has emerged as leaders in the local cannabis industry.

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