

MEDIA RELEASE

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SENSI MEDIA GROUP ANNOUNCES STEPHANIE GRAZIANO AS NEW CHIEF EXECUTIVE OFFICER

Greenflower Media Co-Founder and former Dreamworks exec also named Interim CEO of Sensi Media's new diversified parent company Sensi Global.

FOR IMMEDIATE RELEASE

April 22, 2021

DENVER, COLORADO—Sensi Media Group LLC, publisher of *Sensi* magazine, has named Stephanie Graziano as the new Chief Executive Officer of the award winning Denver based publishing house. With Graziano's appointment, Sensi Media's Co-Founder and current CEO Ron Kolb will transition to Chairman of the Board of Sensi Global, as well as serving as the interim Chief Revenue Officer of the newly formed diversified cannabis lifestyle company.

Graziano brings a wealth of experience to the top leadership role at Sensi Media. She is the Co-Founder of Green Flower Media, Inc, the world's largest producer of Cannabis education and training, as well as a 30-year veteran of the entertainment industry having held executive level positions with Marvel Entertainment, DreamWorks Animation, Fox Kids Network, and The Walt Disney Company. Graziano also served as president of her own successful Animation Studio, Graz Entertainment.

"As Sensi continues to evolve into a truly dynamic cannabis lifestyle media brand we wanted a leader who has not only been in the room for many iconic media and entertainment companies, she has led them. In my time working with Stephanie, it's been clear that she has not only been connected to the heart of Sensi since day one, she is the right person to lead Sensi Media into the additional mediums and channels that she helped revolutionize in the cannabis industry and across the mainstream divide," said Sensi founder Ron Kolb during the company-wide announcement.

Graziano's diverse background across the business landscape also brings a proven track record in community building, content development, licensing and merchandising, as well as functional corporate stewardship and oversight.

"I have been following Sensi's success since its launch five years ago, and I've always admired the quality and community first approach they take in delivering one of the industry's most prestigious magazines. Sensi's ambitious blueprint for the future brought me to the conversation. After spending time with the Sensi team and discovering their innovative and unique ability to implement - is when I knew I wanted to stay," said Graziano at the leadership announcement.

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The logo for Sensi, featuring the word "sensi" in a bold, lowercase, sans-serif font. The letter "i" has a distinctive dot above it.

ABOUT SENSI MEDIA GROUP

Sensi Media Group is an award winning Colorado based cannabis lifestyle print and digital publishing company. Sensi Media's flagship publication *Sensi Magazine* is a well known industry leader and culture curator - rooted in cultivating community and elevating experience for all stakeholders. *Sensi Magazine* has been printed and distributed in over a dozen cannabis markets across the nation and expanded to an even larger audience with the first phase of Sensi's 3.0 digital network rollout in 2020.

Sensi Media has been named 3-time 'Best Publication' in the industry by the Cannabis Business Awards, 5-time magazine design award winner at 2020's FMA *Charlie Awards*, featured on Forbes Magazine's 2020 'Best Startup Employers' in America list, included alongside iconic Fortune 100 companies in the Institute for Real Growth's 2021 IRG100 - a first for the cannabis industry, and *Sensi Magazine* Editor-in-Chief/Co-Founder was named a Folio Top Women in Media Honoree.

For additional information about Sensi Media Group, *Sensi Magazine*, or this announcement, please contact Chris Foltz, Vice President of Global Reach, Sensi Media Group by email at chris@sensimag.com