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

# New Frontier Forecasts Legal Marijuana Market at \$15.2 Billion by 2020

## Quarterly Report Reveals Six Key Markets to Watch in the Year Ahead

*Washington* – New Frontier, the leading Big Data provider in the cannabis industry, is releasing its first quarterly report for 2015, and predicts that the total addressable market for cannabis between 2016 and 2020 will be \$49.7 billion, with revenues in 2020 alone projected at \$15.2 billion.

“Our analysis utilizes data from a wide variety of sources. We use the best available data and continuously refine our models as new data becomes available. This allows us to provide our customers with the most accurate and reliable market projections in the industry,” said Giadha DeCarcer, CEO of New Frontier.

New Frontier’s reports offer a new perspective on the fast paced evolving cannabis industry. Our analysts, econometricians, and strategists use a variety of analytical tools, including patented, proprietary Four Dimensional Modeling techniques to gain rich new insight into key trends, developments, and opportunities in the industry.

### The report takes an in-depth look into several timely issues, including:

- Market projections and six key markets to watch in the year ahead
  - o Colorado, Washington, California, Arizona, Nevada, and Washington, D.C.
- The history of cannabis and the current five drivers of the legalization movement
  - o Growth in public support among key demographic groups
  - o The high cost and uneven enforcement of marijuana laws
  - o The health care crisis facing the U.S.
  - o The expansion of marijuana laws to key strategic states
  - o The evolving research into marijuana’s effect on the body

“The emergence of legal cannabis markets and the promise of their continued expansion creates tremendous business opportunities when the proper guidance is provided. New Frontier’s reports offer entrepreneurs and investors rich insight into the size and growth

of the market opportunity enabling them to optimize their investments, minimize their risk, and intelligently pursue the sizable returns made possible in this unique industry,” said DeCarcer.

**About New Frontier Financials:**

New Frontier Financials is the first company to provide objective, sophisticated and comprehensive reporting for the nascent and underserved cannabis industry. New Frontier, the premiere Big Data shop in the sector, looks beyond the plant cultivation and distribution, to raise the industry bar and provide visibility into what will inevitably soon be a mature and more complex industry. New Frontier Financials is headquartered in Washington, D.C. For more information or media inquiries, please visit [www.newfrontierfinancials.com](http://www.newfrontierfinancials.com) or contact Gretchen Gailey at 202-489-3821 or [ggailey@frontierfinancials.com](mailto:ggailey@frontierfinancials.com).

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