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New Frontier Welcomes Preeminent Cannabis Attorney to Advisory Board

Washington – New Frontier, the leading Big Data provider in the cannabis industry, is proud to welcome Robert Hoban, Managing Partner with Hoban and Feola, as the latest addition to New Frontier’s Advisory Board. Hoban is well known throughout the legal cannabis industry as one of the nation’s leading commercial cannabis practitioners, representing private and publicly-held clients in numerous states and across Europe and Latin America.

“Robert joins at a critical time when New Frontier is endeavoring to bridge the conversation gap between regulators and the cannabis industry, helping bring transparency and legitimacy to this still nascent sector via better understanding of what regulations are best suited to support states, operators, and patients. Robert has litigated nearly every aspect of Colorado’s Marijuana Code and has closed well-over 200 marijuana-related business transactions. His expertise in the legal and regulatory fields of cannabis brings great perspective to not only the ongoing regulatory discussion, but to our ability to best calibrate our data and research benefitting the industry as a whole,” said New Frontier CEO and Founder, Giadha DeCarcer.

“I am greatly looking forward to working with the New Frontier team. One of the biggest problems in the cannabis space is a lack of substantiated information for the regulators who are writing the framework of this industry. Working with New Frontier, we can finally provide them with educated and vetted information and the insights they need to make both responsible and industry acceptable decisions,” said Robert Hoban.

Hoban concentrates his practice in the areas of commercial litigation, business law, cannabis law, real estate, land use/eminent domain, public policy/governmental relations, and appellate matters. He represents business owners, governmental entities, retail/commercial centers, landowners, developers, landlords/tenants and other entities in all aspects of these practice areas. Hoban is also a professor at the University of Denver, in the Law and Society Program, and regularly instructs regarding government regulations, public policy advocacy, and various research-based policy courses.

The New Frontier Advisor Board already includes: Jeff Hoffman of Priceline, David Friedman of Panther Capital, Dr. Joseph Romm, former Assistant Secretary for the Department of Energy, Dale Kutnick of Gartner, Atul Sood of Oventio, Kristin Fox of MJINews, Mara Gordon of Aunt Zelda’s, Zachary Shields of Nischan Pictures, Troy Dayton and Kris Lotlikar of the ArcView Group.

About New Frontier:

New Frontier is the first company to provide objective, sophisticated and comprehensive analytics and 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 is headquartered in Washington, D.C. For more information or media inquiries, please visit www.frontierfinancials.com or contact Gretchen Gailey at 202-489-3821 or ggailey@frontierfinancials.com.