Raines Feldman LLP

Los Angeles
1800 Avenue of the Stars, 12th Floor
Los Angeles, California 90067

Irvine
18401 Von Karman Avenue, Suite 360
Irvine, California 92612

Main: 310.440.4100
www.raineslaw.com

Direct: 310.734.0398
Fax: 310.691.1943
mfeldman@raineslaw.com

August 10, 2018

VIA EMAIL AND U.S. MAIL
Mr. Chris Parry
Equity.Guru
1177 W. Hastings Street
Suite 2300
Vancouver BC V6E 2K3
CANADA
Email: chris@equity.guru

Re: **DEMAND FOR RETRACTION**

Dear Mr. Parry:

We have not received any response to the letter, dated July 25, 2018, demanding that you immediately retract all of the false and misleading statements regarding MedMen Enterprises, Inc. ("MedMen") that were published by Equity.Guru (the "Letter"). Based on our review of your internet postings, it appears that you have attempted to walk back some of the egregiously false and misleading statements in the article; however, you have not gone far enough.

First, the Letter demanded that you issue a retraction of the false allegations contained in five articles Equity.Guru published about MedMen. You failed to do so. Instead, your efforts to repair the damage you have caused to MedMen was limited to the single, most recently published, deceptive article about MedMen. The other articles cited in the Letter also contain false and misleading information that, as you touted on an interview with James West on June 8, 2018, had a direct negative impact on MedMen's share price. Indeed, you stated that

> I love it personally, I think this is the greatest thing since sliced bread. ***Since we dumped a bucket of cold water on them,***

Direct: 310.734.0398
Fax: 310.691.1943
mfeldman@raineslaw.com

> ***we've taken a half a billion dollars off their valuation.*** Other companies like TGOD [which, as we understand, pays you to promote their stock] have been the recipients of the dry powder that seems to have gone to them.

These are damages that MedMen intends to pursue.

Second, even your efforts directed at correcting the record on the article initially titled "As MedMen (MMEN.C) CEO buys new home, company is taking tips away from its employees" fall woefully short. All that occurred was that Equity.Guru reworked the title, deleted the egregiously defamatory image, and added an addendum. However, you took no steps to correct the false facts contained in the article initially. Nor did you remove references to Mr. Modlin's purchase of a new home or photograph of his home, none of which is pertinent to the facts of the story and which can have no purpose but to suggest (falsely) that the purchase of the home by MedMen's President is somehow tied to MedMen's efforts to comply with federal and state tax laws and regulations. Moreover, you have not removed the pinned tweet containing the false and misleading title and image first used in the July 13th article at issue from Equity.Guru's Twitter feed.

Finally, in response to your tweet challenging MedMen to identify specific false statements, we remind you that you and Equity.Guru have the obligation to publish information that is true and which is not designed to deceive the public or manipulate the markets. Your publications contain numerous demonstrably false statements, and we have no intention of policing every false statement that you make, while you shirk your responsibilities and duties under the law. That said, to help you understand the severity of your actions, some of the egregiously false statements contained in your prior publications include, but are not limited to, the following:

- In the article published on May 28, 2018, entitled "MedMen (MMEN.C) goes public Tuesday, but three executives will make most of the money on the deal," you state that "of the $100 million raised in new shares going public, $53 million of it goes straight into the pockets of [Adam Bierman and Andrew Modlin]." This statement, and others like it, are demonstrably false. First, the Company raised approximately $150 million in connection with the go public transaction. Contrary to what is stated in your article, nearly all of this amount will be used for the expansion of operations and general corporate and working capital of the Company. The $53 million you describe as going in the pockets of the executives is comprised primarily of performance based equity compensation that may or may not be received

Direct: 310.734.0398
Fax: 310.691.1943
mfeldman@raineslaw.com

and has nothing to do with the capital raised in the offering. Like many other companies, the executives were granted equity incentives to encourage them to boost the performance of the Company, which ultimately benefits its shareholders.

- In the article published on May 29, 2018, entitled "Green Organic Dutchman (TGOD.T) & MedMen (MMEN.C) have big days, but only one is smiling," you state that MedMen's deal "pay the three top execs some $65 million in their first year." Again, this statement is false. MedMen's executives are compensated on a mix of salary, bonuses, and stock incentives, and there is nothing their compensation package that guarantees payment of $65 million to MedMen's three top executives. You further state that the executives can decide on "untold bonuses" for themselves. This statement too is inaccurate, as their compensation is determined by MedMen's independent compensation committee.

All told, these and several other demonstrably false statements give rise to serious claims for defamation and libel by Messrs. Bierman, Modlin, and Parker, as well as claims by MedMen itself.

Accordingly, and without waiver of any of our client's rights or remedies, we demand that you issue the retraction stated in the Letter, and notify us of such retraction by no later than **Monday, August 13, 2018**. Should you fail to do so, please be informed that our client has engaged the firm of Cassels Brock & Blackwell LLP to represent its interests in Canada and that we have collectively been authorized to pursue all of our client's rights and remedies at law and in equity against you.

Sincerely,

Miles J. Feldman
of RAINES FELDMAN LLP

Cc: Robert B. Cohen
Cassels Brock & Blackwell LLP