

FOR IMMEDIATE RELEASE:

Los Angeles Based Company Partnering with California Cities Allowing Patient-Growing Cannabis Facilities

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Everyone feels it – the desire to have more control over what we consume. Whether it’s the food you eat, the car you drive or the medicine you take, control is a natural wish, but it is almost always impractical to make happen. The recently-passed Prop 64 in California, however, is an incredible realization of this “dream,” to become reality! For the first time ever, patients and recreational marijuana users can grow up to six plants at their discretion – in their own homes. Sounds great, but the implementation details start to add up quickly. Do I really think that I can grow the highest quality product without at least some guidance? Where in my home should I put it? Will the neighbors be ok with it? What do I do when I go out of town for work or vacation? Will my home insurance rates be affected by it? Am I subject to Federal “raids” of any type? Will I need to open my house up to regular City inspections? Los Angeles based startup U-Grow Rentals had the forethought to realize that these questions were coming in a big way. The Company is offering 10 ft. x 10 ft. space growing rooms in a single storage-type facility for each city or population center in California. The patient or grower simply enacts a rental agreement similar to a standard storage facility and then all of his or her problems, noted above are solved. Cultivate remotely, and control the medicine you take. U-Grow Rentals provides these leasable high-tech rooms with 24-hour webcam remote monitoring capability and on-site assistance. So, on top of the ultra-convenience that growers have never had before, these private grow spaces are extremely flexible. A fully-customized set-up can be implemented, with a total “hands-off” approach – where you leave everything up to a Master Grower onsite. U-Grow’s operations and facilities are optimized for medicinal-usage cannabis production. The clients will be doctors, caregivers, and personal users or patients. In fact, the atmosphere has been specifically created to have a professional, ultraclean and tech-friendly feel – not unlike a medical center might have with over a thousand small private offices side-by-side. But perhaps the most innovative aspect of the Company’s business model is its very strong push to partner with the people – the cities – of California to make the concept work for everyone. In other words, U-Grow is reaching out to the city officials, who, with the passage of Prop 64, must allow their citizens to privately cultivate up to six plants with “reasonable regulation.” U-Grow is offering to partner with the city and become an integral part of its coding directive to allow the U-Grow Rental space to be a city-approved alternative to a home based set-up. And, from the City Attorney’s perspective, how could they say no? Immediately, thousands of citizens have just placed a costly oversight burden (the plants and the growing system) into a consolidated, single location that can be monitored with relative ease by city officials. Add to that the fact that home insurance companies will breathe easier and neighborhood associations will become happier. Everyone throws around the “win-win” proposition these days, but U-Grow really seems to have nailed it. U-Grow Rentals is seeking more than just partnerships with city officials, though; they want to partner with people. The Company is very excited about the growing list of medicinal cannabis benefits, and they want to work with the groups and patients that are at the forefront of fighting the toughest battles. For instance, they have already begun efforts to reach out to organizations like the Wounded Warriors Project (PTSD treatment), Stand Up to Cancer (chemo side effect treatment), and

CURE (epilepsy treatment). Furthermore, each facility will have resources to allow post-processing the plants to deliver the appropriate final form, whether that is oil-based, edible-friendly, tinctures, teas, etc. “We are really excited with the new cannabinoid findings – particularly how the CBD’s open an entirely new arena for patient options,” said Lee Barton, CEO of U-Grow. “We want to be more than just somewhere that you can grow marijuana remotely. We also want to be an expert and advisor for those looking for their best options for treatments and remedies.” U-Grow is actively looking for the best talent, and they are not hesitant to pay for it. The Company is budgeting for salaries that go well into the six-figure territory for their Master Growers. “Part of what we offer to each California city is the ability to recruit the local citizens who are best suited to become in-house cultivation experts – or Master Growers – for the U-Grow brand,” said Barton. “This is really important to us – to hire local master growers and advisors for each of our facilities. Who knows the community better than those people who have been recruited directly from the local population?” U-Grow also wants to hear from its future clients – the remote growers who will choose to rent a U-Grow space – and for them to reach out to their local city attorney. The deadline for cities to allow personal cultivation is January 2018, and work needs to happen to get everything ready for that date. “The local municipalities have been put in a tough position by the State, and we want to help simplify the process for them,” Barton said. Simplicity is a welcomed theme in our current data- and buzzword-heavy society where it sometimes seems like we are on the edge of information overload.

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