



**STEEP HILL ANNOUNCES AGREEMENT TO LICENSE CANNABIS TESTING TECHNOLOGY IN THE
STATE OF HAWAII**

LICENSE GRANTED TO HAWAII TESTING COMPANY SPECTRA ANALYTICAL LAB, LLC

MEDIA OPEN HOUSE 11 a.m. – 2 p.m.

TUESDAY, AUGUST 23rd & WEDNESDAY, AUGUST 24th

FOR IMMEDIATE RELEASE

Contact: Cathie Bennett Warner cell: 415-420-1573 cathie@steephill.com

August 23, 2016 -Berkeley, CA - Steep Hill, the global industry leader in cannabis testing and analytics, today announced it has licensed its cannabis testing technology to Spectra Analytical Lab, which is run by a highly respected team known for cannabis science, patient advocacy and educational event production in Hawaii. Once approved by the Hawaii Department of Health, the team will open **Steep Hill Hawaii** as a full service medical cannabis quality assurance laboratory, bringing advanced scientific tools and methodology to the state. The new lab will be headquartered on the island of Oahu, in downtown Honolulu, and can be reached at (808) 735-5227. Plans are also under development for satellite facilities to service customers on the other islands.

“As long-time industry participants, we know that **Steep Hill** is the best of the best. We are very excited to bring **Steep Hill's** industry-leading cannabis testing methods to Hawaii. Providing cannabis testing to customers scattered across multiple islands poses unique challenges, and **Steep Hill's** innovative hub-and-spoke approach to providing remote testing was among the driving factors in our decision to work with them. We hope to work with the Department of Health to demonstrate the value of these customized, world-class solutions in helping to ensure the safety and proper labeling of cannabis products throughout the entire Hawaii marketplace,” said **Steep Hill Hawaii's** Senior Chemist Michael Covington.

Dana Ciccone, CEO of **Steep Hill Hawaii** added, "Creating safe access to quality cannabis as medicine has been something that I've advocated for in Hawaii for a very long time. I couldn't be happier to partner with **Steep Hill** to ensure that our new dispensaries will be providing safe medicine for Hawaii's patients."

Steep Hill President and CEO Jmîchaelé Keller said, “We are pleased to announce that our science and technology will now be made available to the patients of Hawaii. Hawaii as a state offers some particular geographical challenges, but we have some innovative systems and approaches. By starting in Honolulu and addressing those challenges together, and by licensing great partners who have such deep understanding of the regulations, topography and culture, together we will deliver the best science, technology and professionalism available in cannabis testing. This marks a new era in cannabis safety for Hawaii. We are excited to announce this extremely qualified partnership.”

Opening the new **Steep Hill Hawaii** lab will be:

- **Dana Ciccone, CEO of Steep Hill Hawaii**, is a long time patient advocate for medical cannabis in Hawaii. Widely considered a pioneer in the Hawaii cannabis community, Mr. Ciccone has organized several educational cannabis events in the islands and was a member of the Hawaii Medical Marijuana Dispensary

Task Force. He was instrumental in providing advice on several of the current medical cannabis laws and administrative rules adopted by the State of Hawaii. As CEO of Spectra Analytical Lab in Hawaii, Mr. Ciccone has led an exceptional team, paving the way for cannabis testing in Hawaii.

- **Michael Covington, Senior Chemist of Steep Hill Hawaii**, earned a BS in Plant Physiology from the University of Florida in 1994 and a MS in Analytical Chemistry from the University of Hawaii at Manoa in 2003. Current affiliations include ACS and IUPAC. Mr. Covington has extensive experience in laboratory management and instrumentation and has been working on cannabinoid profiling and cannabis chemistry for the past 2 years. He previously spent 15 years in commercial mechanical and electrical engineering, pollutant storage construction, solid and hazardous waste cleanup and commercial construction project management.

“We have worked very hard to establish our leadership in the cannabis testing space, and the strength of our new partners in Hawaii is a testament to this leadership – together we intend to be the gold standard for science, service and safety for the medical cannabis industry in Hawaii,” said Keller.

For more information about cannabis testing, please visit the **Steep Hill** website: <http://steephill.com>, and for more information on **Steep Hill Hawaii** please visit <http://steephill.com/hawaii>.

ABOUT STEEP HILL

Founded in California in 2008, **Steep Hill Labs, Inc.** is a science and technology firm that has become the industry leader in cannabis testing and analytics. With labs in five states—soon to be eight with Maryland, Alaska and now Hawaii launching in 2016, along with a new facility in Jamaica—**Steep Hill** is the largest cannabis lab network in the world. The company pioneered the first medical cannabis potency and microbiological contaminants testing methodology for use in California—the first state to legalize medical cannabis. **Steep Hill** has since developed a variety of revolutionary cannabis testing products, including QuantaCann™, QuantaCann2™, GenKit™ and **Steep Hill Express™**. **Steep Hill** provides expert consulting services to many states, countries and municipalities, and the company is also developing proprietary genetic testing, mapping and trademark protection services for the industry.

##