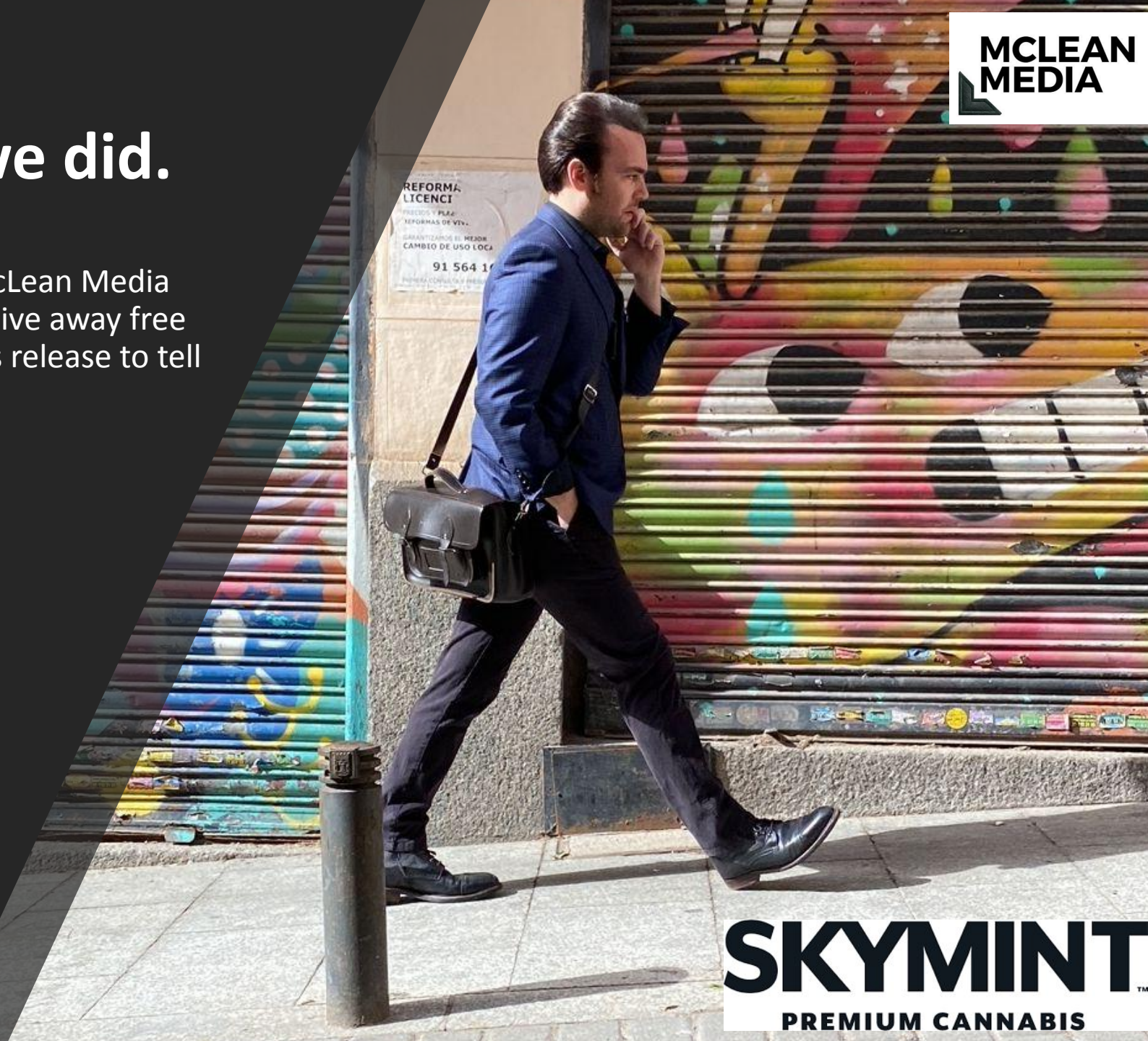


Overview of what we did.

SKYMINT Premium Cannabis came to McLean Media founder Don F. McLean with an idea to give away free weed for a year and they wanted a press release to tell Michiganders. The result?

- Massive interest was garnered between January 17-24, 2023, achieving: 58 articles and more than 664 million impressions
- Surpassed customer entry goals for the program by 160%
- Surpassed SKYMINT's goals for new customers by 180%
- This was through earned media relations only and no paid PR distribution or advertising towards the PR effort was used



SKYMINT
PREMIUM CANNABIS

“Free Weed for a Year” Launch Results, Headlines, Imagery, and Top Outlets

MICHIGAN

Woah dude! Michigander could win free cannabis for a year

Ann Arbor



A cannabis consumer’s dream: Free marijuana for 1 year up for grabs at Michigan dispensary



W N E M
MID-MICHIGAN'S NEWS LEADER



SKYMINT dominated media coverage of the Michigan cannabis industry for the month of January 2023!



Excellent job!

**This is the most press
coverage we've ever
seen as a company.**

Connor Jacobs, Sr Manager, Digital Marketing

SKYMINT
PREMIUM CANNABIS

on the work performed by McLean Media