

June 9, 2015



MariMed's Gullickson to Speak at Cannabis World Congress & Business Expo - NYC, June 18

Topic: "Brand Expansion: Industry Growth Potential & Using Compliance as Your Competitive Advantage"

NEW YORK and BOSTON, June 9, 2015 /PRNewswire/ -- Sara Gullickson, VP of Sales & Marketing, [MariMed Advisors](#) (a subsidiary of Worlds Online) (OTCQB: WORX), will be a featured speaker at The [Cannabis World Congress](#) & Business Exposition 2015 that runs from June 17-19 at the Javits Center in NYC. Capitalizing on her national experience delivering the highest quality, most comprehensive blueprint for success from application to operation and beyond, Gullickson will discuss "Brand Expansion: Industry Growth Potential & Using Compliance as Your Competitive Advantage" on June 18th 3:30PM - 4:10PM. She will share insights on how to grow your brand keeping industry barriers in mind while utilizing regulatory compliance as your secret weapon to blow your competitors out of the water.

"I see so many companies using the 'shotgun approach' without any real strategy behind it, as well as outside entrepreneurs trying to play in the space without fully understanding the industry idiosyncrasies," observed Gullickson. "I believe the compliance regulations create opportunities for the people that have pioneered this industry and for those who have taken the time to truly understand the legal landscape. Taking a tactical strategic approach, facility operators can not only leverage compliance to their advantage but use it to elevate the industry as a whole."

Gullickson, the co-chair of [Women Grow](#)-Phoenix Chapter and also Executive Director of MariMed subsidiary [DispensaryPermits.com](#), has more than five years of experience as a leader in the medical marijuana (MMJ) industry and nearly a decade of experience strategizing and executing online and traditional marketing campaigns for the health, beauty, medical, dental, fitness and spa industries. She has successfully launched dozens of successful campaigns in multiple markets nationally, assisting clients from the initial license application process all the way through business operations best practices, expansion and beyond.

Gullickson has worked closely with the MariMed team members to integrate their knowledge, experience and best practices across all areas into the new Thrive® 3-tier turnkey dispensary franchise solution with proven formulas for all dispensary deliverables from pre-permit, post permit to already in operation. It is designed to help cannabis dispensary clients flourish while elevating the industry standard for culture, compliance,

customer, community & care.

About MariMed Advisors/DispensaryPermits.com:

MariMed Advisors provides total solutions for the design, development, operation, funding and optimization of medical cannabis cultivation centers and dispensaries. The MariMed team developed the highly regarded, state of the art and regulatory compliant, Thomas C. Slater Compassionate Center in Rhode Island, which serves as replicable and scalable model of excellence. It merges commercial horticultural principles with proven cannabis production techniques. With its affiliate, DispensaryPermits.com, MariMed has secured both award winning license applications and market shares for its clients in eight states, creating one of the best track records in the industry. MariMed provides turnkey management, funding, staffing and personnel training, implementing best practices in the industry. It is on the forefront of medical research working with physicians and scientists to create precision dosing to treat specific conditions.

For further information connect with us online:

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CONTACT:

Julie Shepherd, Accentuate PR, 847 275 3643, Julie@accentuatepr.com

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