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SOCIAL HIGH LAUNCHES IN ITUNES APP STORE CONNECTING MARIJUANA USERS NATIONWIDE

*Social High, a social media platform devoted to the cannabis community,
launches in Apple's iTunes App Store*

BOSTON/SPOKANE – September 14, 2015 – Today, [Social High](#), a cannabis-focused social media platform designed to connect the cannabis community by creating a safe and diverse environment where users can share their experiences, announces the official launch of its mobile application, now available for iOS users in the [iTunes App Store](#).

Featuring a user experience unlike any other, Social High will offer cannabis users a platform to express their personal experiences through features such as:

- **Personal Profiles:** A reflection of each user, personal profiles consist of photos, cannabis-focused interests, favorite strains and a user rating system used to score user interactions. To avoid score sabotage, a rating will not be published until the user being rated is given an opportunity to also rate their rater.
- **Weedcast:** Here, users connect through the cannabis experience by posting content and interacting with one another. Interaction features include posting comments; giving posts a “puff,” equivalent to a social media “like;” and electing to “pass,” which will unsubscribe users from unwanted content.
- **Favorite Strains:** Powered by the industry's largest cannabis platform – [LEAFLY®](#), Social High will allow users to search their ‘favorite’ preferred cannabis strains and share them with friends.
- **User Search:** Find other cannabis enthusiasts in your area by using the User Search tool. Identified by location, distance, favorite strain, photo and rating, users can connect with old friends and grow new relationships.
- **Strain Search:** By using integrated Leafly strain reports, Social High users can explore the different cannabis strains available throughout the legal market.
- **Direct Messaging:** Users can connect through the application's direct messaging feature, which allows Social High members to interact with one another in a more intimate space.
- **Facebook & Twitter Sharing:** Users are given the opportunity to share Social High posts on additional social media platforms such as Facebook and Twitter.

"Both recreational and medical cannabis use is inherently a social activity," says Social High Co-Founder and COO Marsh Sutherland. "Social High is poised to become the premier social network app for the cannabis community. We have created a judgment-free social network allowing anonymous profiles, user ratings, disappearing chats, and a digital community to both share experiences and discover new cannabis knowledge from strain search and details, powered by Leafly - <https://www.leafly.com>."

Social High is designed to connect adults within the marijuana community through shared strains, interests and more. Users enjoy a safe space to share their lifestyle and expand on the experiences they already enjoy. Social High also operates as a support system for those using cannabis for medical purposes. From support groups to connecting with individual patients, Social High is an outlet for medical users to share their own experiences and offer encouragement and advice by interacting with one another.

As a former member of the marijuana black market, Scott Bettano was seeking a way to transcend his knowledge of the cannabis community into the now legal marijuana industry, while Marsh Sutherland, who lost his ex-wife and mother of his children to cancer after learning she was not given the opportunity to pair cannabis-infused treatment with her chemotherapy, sought to take his tech start-up expertise into the newly emerging cannabis marketplace. Coming from drastically different cannabis backgrounds, co-founders Bettano, Sutherland and Sonny Steele joined forces in 2015 to build a safe community for cannabis users to share their culture with like-minded individuals.

"The most surreal moment in life is seeing one of your dreams turn into a reality. With the launch of Social High, that moment has come for our entire team," says Social High Co-Founder and CEO Scott Bettano. "The cannabis industry as a whole is driven by its strong sense of community, and we are proud to bring people a little closer together through Social High. This app offers cannabis enthusiasts a safe place to interact and expand on their experiences, while also continuing to develop the cannabis culture as the marijuana taboo continues to be conquered."

About Social High:

Launching in September 2015, Social High brings the cannabis community together through a digital platform designed to engage users through their favorite strains, interests, experiences and more. Users are able to interact with different strains (strain information powered by Leafly) and consumption methods by interacting with the experiences of other cannabis-enthusiasts in their area and beyond. Social High also operates as a platform for medical marijuana users to connect, support and educate one another.