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Contact *Katie Orong*

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Email *katie@ncsanalytics.com*

Website *www.NCSAnalytics.com*

CALIFORNIA CANNABIS AUTHORITY PARTNERS WITH NCS ANALYTICS FOR NEW STATEWIDE CANNABIS DATA PLATFORM

Denver, Aug. 28, 2018—The County-led California Cannabis Authority (CCA) has announced a partnership with NCS Analytics to establish a statewide data analytics platform for local California jurisdictions to monitor and regulate cannabis licensees. The platform will enable member counties and participating cities to effectively regulate and enforce the rules and regulations surrounding the legal production and sale of cannabis in California. The platform will enable greater tax compliance and open the doors for cannabis banking in California.

“We are elated to be a part of this first of its kind organization,” said Adam Crabtree, CEO of NCS Analytics. “We have long argued that data is the core of responsible and effective regulation. It will be great to show how impactful it really can be.”

The California Cannabis Authority (CCA) is a Joint Powers Authority established in early 2018 in response to *Medicinal and Adult-Use Cannabis Regulation and Safety Act (MAUCRSA)*. Under MAUCRA, a “dual licensing” framework was created, meaning that local governments are expected to actively participate in the licensing and regulation of cannabis related businesses within their jurisdiction, if they choose to regulate and tax commercial activity. Counties understand that local agencies and, potentially, financial institutions would need tools to responsibly regulate the world’s largest cannabis market.

The NCS Platform is an advanced analytics platform capable of aggregating and analyzing diverse data streams and alerting on deviations, all in near real time. The platform will give CCA members the most advanced cannabis regtech tool on the market today.

“With more local jurisdictions regulating commercial cannabis activity, we knew we needed additional tools at the local level to ensure for a safe and well-regulated marketplace,” said Cara Martinson, Executive Director of the CCA. “CCA will provide regulating cities and counties with real-time information to help with tax collection, enforcement and safety.”

If you would like more information about this topic, please visit ncsanalytics.com or contact Katie Orong at katie@ncsanalytics.com. For more information about CCA, please visit www.cca.ca.gov, or contact Cara Martinson, CCA Executive Director at Californiacannabisauthority@gmail.com.