



Solei Brand Launches the First Cannabis Edible Available in Quebec

April 5, 2022

Solei's Balance Cinnamon & Black Currant 'Solei Bites' are Now Exclusively Available in Quebec at the SQDC

TORONTO, April 05, 2022 (GLOBE NEWSWIRE) -- Tilray Brands, Inc. ("Tilray" or the "Company") (Nasdaq: TLRY; TSX: TLRY), a leading global cannabis and consumer packaged goods company today announced the launch of *Solei Bites* the Solei brand's first foray into edibles and the first ready to eat THC edible available at the Société Québécoise du cannabis ("SQDC"), Quebec's sole legal retailer for cannabis products.

Blair MacNeil, President, Tilray Canada, said, "We're proud to have collaborated with the SQDC in developing and commercializing a new edible product." He continued, "Together, we remain committed to further developing a responsible and safe legal cannabis market while offering innovative new products that resonate with the consumer."

Precisely formulated with 5 mg of THC and 10 mg of CBD, Solei Bites are tastefully designed with ingredients such as fruit and a seed blend with hemp hearts, sunflower seeds, antioxidant oil, and dates for sweetness with no sugar added. Each pack of Solei Bites includes two bites containing 4 grams of protein and 120 calories.

About Solei

Solei is a leading cannabis wellness brand inspired by the joy of discovery and embracing the brighter moments of life. Beloved by consumers for its carefully formulated products, Solei's occasion-based offerings are curated to complement the familiar moments of everyday wellness routines. Available in a wide range of formats including best-selling CBD oils, THC aromatic vapes, and blended topicals. Solei makes it easy for anyone to choose a cannabis product for any occasion.

For more information on Solei, visit www.Solei.ca.

About Tilray Brands

Tilray Brands, Inc. (Nasdaq: TLRY and TSX: TLRY) is a leading global cannabis-lifestyle and consumer packaged goods company with operations in Canada, the United States, Europe, Australia, and Latin America that is changing people's lives for the better – one person at a time – by inspiring and empowering the worldwide community to live their very best life by providing them with products that meet the needs of their mind, body, and soul and invoke a sense of wellbeing. Tilray's mission is to be the trusted partner for its patients and consumers by providing them with a cultivated experience and health and wellbeing through high-quality, differentiated brands and innovative products. A pioneer in cannabis research, cultivation, and distribution, Tilray's unprecedented production platform supports over 20 brands in over 20 countries, including comprehensive cannabis offerings, hemp-based foods, and alcoholic beverages.

For more information on how we open a world of wellbeing, visit www.Tilray.com.

Forward-Looking Statements

Certain statements in this communication that are not historical facts constitute forward-looking information or forward-looking statements (together, "forward-looking statements") under Canadian securities laws and within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that are intended to be subject to the "safe harbor" created by those sections and other applicable laws. Forward-looking statements can be identified by words such as "forecast," "future," "should," "could," "enable," "potential," "contemplate," "believe," "anticipate," "estimate," "plan," "expect," "intend," "may," "project," "will," "would" and the negative of these terms or similar expressions, although not all forward-looking statements contain these identifying words. Certain material factors, estimates, goals, projections or assumptions were used in drawing the conclusions contained in the forward-looking statements throughout this communication. Forward-looking statements include statements regarding our intentions, beliefs, projections, outlook, analyses or current expectations concerning, among other things, the Company's ability to commercialize new and innovative products worldwide. Many factors could cause actual results, performance or achievement to be materially different from any forward-looking statements, and other risks and uncertainties not presently known to the Company or that the Company deems immaterial could also cause actual results or events to differ materially from those expressed in the forward-looking statements contained herein. For a more detailed discussion of these risks and other factors, see the most recently filed annual information form of Tilray and the Annual Report on Form 10-K (and other periodic reports filed with the SEC) of Tilray made with the SEC and available on EDGAR. The forward-looking statements included in this communication are made as of the date of this communication and the Company does not undertake any obligation to publicly update such forward-looking statements to reflect new information, subsequent events or otherwise unless required by applicable securities laws.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/30eba9b0-fbc5-40d2-bc21-420b9d5ee3e0>



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Solei Cannabis



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