



Tilray Launches CBD Lifestyle Brand, Pollen, on Amazon UK

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Innovative, Delicious CBD Designed to Make You Feel Your Kind of Good

LONDON, May 26, 2022 (GLOBE NEWSWIRE) -- Tilray Brands, Inc. ("Tilray" or the "Company") (NASDAQ | TSX: TLRY), a leading global cannabis-lifestyle and consumer packaged goods company inspiring and empowering the worldwide community to live their very best life, today announced the launch of **POLLEN**, a CBD lifestyle brand with a new approach to wellness, on Amazon UK.

Designed to help uncomplicate wellness routines and elevate the CBD experience for consumers, POLLEN offers a unique product mix of tasty CBD gummies and drink drops in three signature lines; 'Powerbank' to promote a natural energy boost, 'No Pressure' to soften the pressure of everyday stresses and restore your body's natural bounce, and 'Soothe You' for mind and body balance. Each POLLEN product is formulated with CBD and a range of flavorful and vegan-friendly ingredients that simply taste and feel good.

Powerbank - Developed to give you that 'full tank' feeling. [Powerbank CBD Gummies](#) are a combination of lemon, orange and cacao. [Powerbank CBD drink drops](#) include citrus and warm tones of lemon, orange, and coffee to promote a natural energy boost.

No Pressure – Created for those seeking to relax, [No Pressure Gummies](#) feature grapefruit, turmeric + cayenne while the [No Pressure Drink Drops](#) are packed with a punch of blackcurrant.

Soothe You – All about finding that sense of serenity and balance. [Soothe You CBD Gummies](#) include a relaxing blend of chamomile, honey, and cherry. The [CBD Drink Drops](#) are a breath of fresh air with tasty hints of grapefruit and raspberry.

POLLEN CBD Gummies offer 300mg of CBD per pack and are independently tested for an accurate dosage every time. All POLLEN products are plant-based, pesticide-free, vegan-friendly, and produced with an award-winning team delivering first-to-market category innovation.

POLLEN's 'Powerbank', 'Soothe You' and 'No Pressure' Vegan CBD Gummies and Drink Drops are now available only on Amazon UK. Be on the lookout for a wider release at local retailers across the UK and online.

To learn more about POLLEN, please visit <https://uk.withpollen.com/> and join the community @withPollen

About POLLEN

[POLLEN](#) is a new approach to wellness. It's about feeling your kind of good and discovering a community of like-minded people to share it with. At its core, POLLEN products are made with you in mind. Our story leads the passion for creating high-quality CBD products you can trust, designed to fit into your lifestyle, effortlessly. With wellness being at the forefront of all our lives, POLLEN aims to normalize CBD usage through education, transparency and credibility within the CBD market and the growth of a community to create the first globally accessible CBD lifestyle brand in the world.

About Tilray Brands

Tilray Brands, Inc. (Nasdaq: TLRY; 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. Tilray Brands delivers on this mission by inspiring and empowering the worldwide community to live their very best life and providing access to products that meet the needs of their mind, body, and soul while invoking wellbeing. Patients and consumers trust Tilray Brands to deliver a cultivated experience and health and wellbeing through high-quality, differentiated brands and innovative products. A pioneer in cannabis research, cultivation, and distribution, Tilray Brands' unprecedented production platform supports over 20 brands in over 20 countries, including comprehensive cannabis offerings, hemp-based foods, and craft beverages.

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

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. 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 Tilray or that the Tilray 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 Tilray does not undertake any obligation to publicly update such forward-looking statements to reflect new information, subsequent events

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Photos accompanying this announcement are available at:

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POLLEN'S 'No Pressure' CBD Drink Drops



No Pressure Drink Drops are packed with a punch of blackcurrant.

NO PRESSURE CBD DRINK DROPS BY POLLEN



Created to help melt away general tension, No Pressure Gummies feature grapefruit, turmeric + cayenne while the No Pressure Drink Drops are packed with a punch of blackcurrant.

Pollen CBD Product 'Family' - Powerbank



Pollen CBD Brand on Amazon, UK

POLLEN's CBD Gummies 'Soothe You'



All about finding that sense of serenity and balance

Tilray Brands, Inc.