



Tilray Wellness Introduces New Superfood Products Powered by Hemp at Expo West

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Manitoba Harvest, Pioneers in Hemp and Natural Foods, Will Present New Superfood Breakfast Staples at Expo West March 13-15, 2024

NEW YORK and WINNIPEG, Manitoba, March 13, 2024 (GLOBE NEWSWIRE) -- Manitoba Harvest Hemp Foods, a leader in hemp-based foods and a wholly-owned subsidiary of Tilray Brands, Inc. (NASDAQ: TLR; TSX: TLR), will showcase groundbreaking innovation at this year's Natural Products Expo West, to be held in Anaheim, CA on March 13-15, 2024. Revolutionizing healthy breakfast, Manitoba Harvest will inspire attendees to "fuel your day with hemp" while sampling their new [Superseed Oatmeal](#) and debuting their new [Bioactive Fiber](#) for gut-health and regularity.

"The breakfast category is filled with unsustainable sources of energy, such as caffeine and sugar," states Sam Garfinkel, SVP of Commercial Operations & Strategy at Manitoba Harvest. "What consumers want most is healthy, long-lasting sources of energy to fuel active lifestyles. Our latest innovation empowers holistic health with unprecedented nutritional benefits in familiar and delicious formats that the whole family will love."

As the global market leader in hemp foods, with retail acceleration spanning from natural channel leader Whole Foods Markets to conventional grocery leader Walmart, Manitoba Harvest is an important staple of the annual Natural Products Expo West and represents the future of sustainable, nutrient-powered innovation. Manitoba Harvest is a [Certified B Corp](#), certified [CarbonZero](#) and has pioneered [Regenerative Agriculture practices in Hemp](#).

Experience New Innovation from Manitoba Harvest Hemp Foods:

- **Organic Bioactive Fiber:** A complete fiber solution with 6g of fiber per serving. Fiber supports healthy digestion and bowel regularity while helping to feel full for longer. In collaboration with Bioactives company Brightseed™, this proprietary powder is powered by Brightseed™ Bio Gut Fiber, an organic, prebiotic hemp fiber that actively supports gut health.*
- **Original Superseed Oatmeal:** This hemp hearts, oats and flax super seed blend is good source of 10 essential vitamins and minerals. Boost your breakfast with 10g of Protein, 4g of Fiber and 9g of Omegas 3 & 6 per serving.
- **Apple & Cinnamon Superseed Oatmeal:** Packed with apple pieces and warm cinnamon, this super seed blend puts a wholesome twist on a familiar favorite. Boost your breakfast with 10g of Protein, 4g of Fiber and 8g of Omegas 3 & 6 per serving.
- **Maple & Brown Sugar Superseed Oatmeal:** This nostalgic childhood standby with craveable maple flakes gives you the fuel you need to look forward to mornings. Boost your breakfast with 10g of Protein, 4g of Fiber and 9g of Omegas 3 & 6 per serving.

Find Manitoba Harvest and sample the new Superseed Oatmeal at booth #N805 in the North Hall, Level 1. Full event details are available [here](#). To learn more about Manitoba Harvest, visit [manitobaharvest.com](#).

**These statements have not been evaluated by the food and drug administration. This product is not intended to diagnose, treat, cure or prevent any disease.*

About Manitoba Harvest

Manitoba Harvest is a pioneer and leader in branded hemp-based foods, and is recognized as a [Certified B Corporation](#) and the first Canadian food company to attain a [Carbonzero Certification](#).

Taking the seed-to-shelf approach since 1998, Manitoba Harvest is committed to [quality, sustainability](#) and consumer wellness. With an extensive product portfolio of Hemp Hearts (shelled hemp seed), Hemp Protein, Hemp Protein Blends, Hemp Granola, and Hemp Oil, Manitoba Harvest products are sold globally and in approximately 17,000 retail stores across North America.

To learn more about Manitoba Harvest and shop, visit [www.manitobaharvest.com](#) and follow @manitobaharvest across all social platforms.

About Tilray Brands

Tilray Brands, Inc. (Nasdaq: TLR; TSX: TLR), 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 a worldwide community to live their very best life, enhanced by moments of connection and wellbeing. Tilray's mission is to be the most responsible, trusted, and market-leading cannabis and consumer products company in the world with a portfolio of innovative, high-quality, and beloved brands that address the needs of the consumers, customers, and patients we serve. 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 craft beverages.

For more information on how we open a world of well-being, visit [www.Tilray.com](#) and follow @tilray on all social platforms.

About Brightseed

Brightseed is a pioneer in biosciences and artificial intelligence that illuminates nature to restore human health. Brightseed's Forager® AI platform accelerates bioactive discovery, biological validation and ingredient formulation from years to months, rapidly revealing new connections between

nature and humanity. Brightseed produces clinically proven bioactives for dietary supplements, food & beverage CPG, specialty nutrition and medical foods to power proactive health worldwide. Learn more at brightseedbio.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. 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 and subsequent events.

To Contact Manitoba Harvest:

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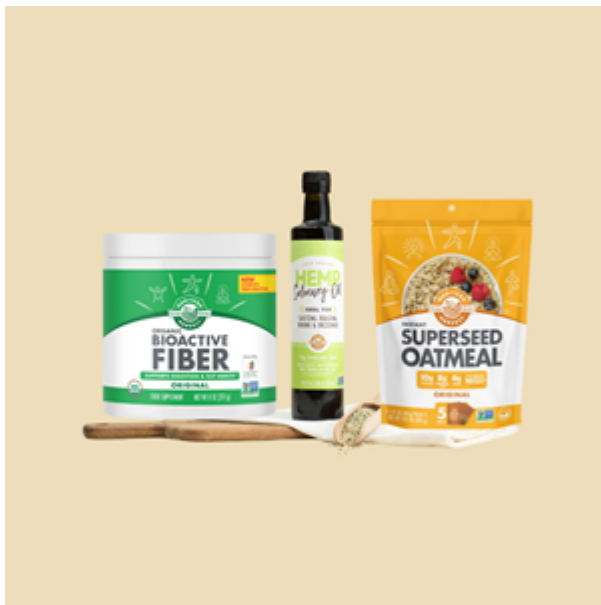
Photos accompanying this announcement are available at:

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Experience New Innovation from Manitoba Harvest Hemp Foods



Featuring the New BioActive Fiber, Hemp Culinary Oil, and Original Superseed Oatmeal from the new collection.

Manitoba Harvest Hemp Foods Maple & Brown Sugar Superseed Oatmeal



One of the New Innovations from Manitoba Harvest featuring craveable maple flakes with 10g of Protein, 4g of Fiber and 9g of Omegas 3 & 6 per serving.

Source: Tilray Brands, Inc.