



## Tilray Brands Launches XMG Zero, a New 'Better for You' Cannabis Beverage

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### XMG Cannabis Brand Releases Latest Innovations with XMG Zero and XMG+ Beverages Now Available Across Canada

TORONTO, May 02, 2024 (GLOBE NEWSWIRE) -- Tilray Brands, Inc. (Nasdaq: TRLRY; TSX: TRLRY), a leading global cannabis-lifestyle and consumer packaged goods company, today announced a bold new range of cannabis-infused beverages from **XMG**, under two of its sub-brands: **XMG Zero** and **XMG Plus ("XMG+")**. XMG Zero, an extension of XMG's original core line, now offers two new THC beverages: **Cream Soda Zero** and **Orange Soda Zero**. XMG+, a boosted version of XMG original, focuses on high CBG and guarana extract (for naturally occurring caffeine), while revealing their new **Banana Brain Freeze** and **Iced Rocket Berry** flavours. Recognized for their diverse offerings and unique profiles including a variety of THC and CBG ratios, XMG is reshaping the cannabis beverage market with unparalleled variety and quality.

XMG has been the #1 brand in cannabis-infused beverages with the largest product line available in Canada<sup>1</sup>, serving as a top trusted brand in the cannabis beverage space with go-to options consumers know and love.

#### XMG'S latest innovations from XMG Zero include:

- **Cream Soda Zero:** A dreamy blend of vanilla and caramel flavours with 0 sugar and 0 calories in a 355 mL can featuring **10mg of THC**.
- **Orange Soda Zero:** Enjoy a nostalgic burst of bold orange soda with 0 sugar and 0 calories in a 355 mL format can featuring **10mg of THC**.
- **Black Cherry Zero:** This refreshing beverage is the same formulation of XMG's Black Cherry Alt, featuring the same fruity blend of black cherry sweetness in a 355mL can featuring **10mg of THC**.
- **Cherry Cola (Coming soon):** An elevated nostalgic beverage that's as classic as it sounds.

#### XMG's latest innovations from its XMG+ line, include:

- **XMG+ Banana Brain-Freeze:** Peel away your worries with this banana-flavoured bonanza featuring **10mg THC and 10mg CBG**, including guarana extract in a 355mL can.
- **XMG+ Iced Rocket Berry:** Ignite your tastebuds with an ice-cold blast of berry and lime featuring **10mg THC and 10mg CBG**, including guarana extract in a 355mL can.

XMG continues to dominate the ready-to-drink cannabis beverage space with its new releases from XMG Zero and XMG+, providing consumers with a variety of flavours and cannabinoid options to explore all summer long.

To find XMG's most recent thirst quenchers, and to keep up with the latest news from XMG, follow [@findyourXMG](#) on social.

#### About Tilray Brands

Tilray Brands, Inc. (Nasdaq: TRLRY; TSX: TRLRY), is a leading global cannabis-lifestyle and consumer packaged goods company with four distinct and complementary business segments including medical and adult-use cannabis, medical distribution, wellness foods, and beverage-alcohol. Tilray Brands is on a mission to change people's lives for the better – one person at a time - by inspiring and empowering the worldwide community to live their very best life, enhanced by moments of connection and wellbeing. Patients and consumers trust Tilray Brands 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, today Tilray Brands' unprecedented and diversified production platform supports a portfolio of best-in-class brands in over 20 countries including comprehensive adult-use and medical cannabis offerings, hemp-based foods, and craft beverages across North America, Europe, Australia, and Latin America.

For more information on Tilray Brands, visit [Tilray Brands, Inc.](#) and follow @Tilray on Instagram, Twitter, Facebook, and LinkedIn.

#### 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 and U.S. 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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<sup>1</sup> Source: Hifyre Data, National Beverage Sales, March 2024



Source: Tilray Brands, Inc.