



Tilray Brands Celebrates Epic 420 Weekend With Over 20,000 Fans Across the U.S.

Apr 25, 2024

NEW YORK, April 25, 2024 (GLOBE NEWSWIRE) -- Tilray Brands, Inc. ("Tilray") (Nasdaq | TSX: TLRY), a premier global leader in the cannabis-lifestyle and consumer packaged goods industry, celebrated 420 with an unprecedented display of community and craftsmanship, with over **20,000 guests** attending Tilray's 420 weekend events of vibrant festivals and environmental advocacy.

"As a company, we recognize the cultural significance of 420 and its impact on the cannabis industry. By celebrating this day across our brands, we not only honor the traditions of our consumers but also continue to push the boundaries of innovation and progress across both cannabis and craft beer industries," **said Irwin D. Simon, Chairman and CEO, Tilray Brands.** "Tilray Brands will continue to connect with consumers across the U.S. and international markets through more festivals, concerts, and events that bring together our passionate community. We will continue to collaborate with like-minded partners who share our values and vision and work towards creating meaningful experiences that are fun and that empower our consumers."

SweetWater 420 Fest: Atlanta, Georgia

In Atlanta, SweetWater 420 Fest marked a triumphant return with a festival at Pullman Yards April 20-21, 2024. SweetWater's iconic **420 Fest** revived its heritage of live music, innovative craft beer, and environmental stewardship. With general admission integrating a \$10 donation to the **Waterkeeper Alliance**, the festival raised over **\$100,000** for clean water initiatives, symbolizing SweetWater's deep-rooted commitment to environmental advocacy. The event not only celebrated SweetWater's renowned brews but also featured an eclectic mix of music that resonated with a diverse audience, creating a vibrant atmosphere of unity and celebration. SweetWater 420 Fest focuses on what matters most: music, brews, community, and our environment.

Blue Point Brewing Company's Shakedown on Main Street: Patchogue, New York

In New York, Blue Point Brewing celebrated the 4th annual Shakedown on Main Street 420 Festival bigger than ever with live music from legendary artists including **Shaggy, Bryce Vine, B.o.B, Shwayze and more**. This vibrant arts and music festival captivated over **4,000 fans with electrifying performances, craft brews, 50+ local makers market, food trucks and more bolstering the local community and celebrating the cultural vibe.**

Redhook Brewlab IPA Daze Celebration: Seattle, Washington

In Seattle, Redhook Brewery celebrated IPA Daze April 19th – 21st, with a celebration for hop lovers, featuring the debut of Redhook's **Big Juicy Ballard Imperial IPA**. This gathering attracted thousands of enthusiasts, eager to sample over 20 different IPAs while enjoying munchie-inspired food specials and lively DJ performances.

10 Barrel Brewing Company and Tokyo Starfish's 420 West Bend Celebration: Bend, Oregon

In Oregon, 10 Barrel's West Bend Pub was the scene of a festive 420 celebration in collaboration with Tokyo Starfish. The event saw over a thousand fans, who enjoyed live music, terpene-infused beers, and a creative DIY tie-dye station, encapsulating the spirit of 420 with a blend of fun and community connection.

Fans from across the nation celebrated 420 with Tilray Brands and we are excited to keep the momentum going. Stay tuned for more celebrations that embrace community and craft culture. Follow @Tilray on all social media platforms.

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 – 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.

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. 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.

Photos accompanying this announcement are available at

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For further information:

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Fans of SweetWater Get Together for this year's 420 Fest



SweetWater's iconic 420 Fest revived its heritage of live music, innovative craft beer, and environmental stewardship.

Blue Point Brewing celebrated the 4th annual Shakedown on Main Street 420 Festival



Featuring electrifying performances, craft brews, 50+ local makers market, food trucks and more bolstering the local community and celebrating the cultural vibe.

SweetWater Brewing Brings All Time Highs to this year's 420 Fest



The festival raised over \$100,000 for clean water initiatives, symbolizing SweetWater's deep-rooted commitment to environmental advocacy.

Shwayze Performed Live at BluePoint Brewing's Annual Shakedown for 420



In New York, Blue Point Brewing celebrated the 4th annual Shakedown on Main Street 420 Festival bigger than ever with live music from legendary artists including Shaggy, Bryce Vine, B.o.B., Shwayze and more.

SweetWater 420 Fest Crowd Shows Love for the Brand's 2024 Annual Celebration



The event not only celebrated SweetWater's renowned brews but also featured an eclectic mix of music that resonated with a diverse audience, creating a vibrant atmosphere of unity and celebration

Source: Tilray Brands, Inc.