



## Solei Launches New THC Infused Sparkling Beverages and Topicals

Aug 15, 2024

### Discover Solei's Refreshing CBD and CBG 'Chilled Sips for Self-Care' Beverages and Wind Down with Solei's New Extra-Strength Deep Tissue Stick

TORONTO, Aug. 15, 2024 (GLOBE NEWSWIRE) -- Tilray Brands, Inc. (Nasdaq: TLRY; TSX: TLRY), a leading global lifestyle and consumer packaged goods company today announced the expansion of its [Solei](#) cannabis product lineup. With the positive receptivity from their first initial launch of beverages last summer of 2023, Solei has launched two additional **infused sparkling beverages** with a focus on lower THC, and dominant CBD and CBG cannabinoids that now come in **Blood Orange and Dark Cherry**. For on-the-go convenience and active lifestyles, the new Solei **Extra Strength Deep Tissue Stick** features a refreshing cinnamon scent with a 1:1 balance of THC and CBD, targeting the support of rest and recovery. From new beverages to topicals, Solei sets the tone for what's to come next for its innovation, as the brand builds its core offerings within growing cannabis categories for avid cannabis wellness enthusiasts across Canada.

"It's amazing to see Solei continue to evolve into the cannabis wellness brand that it is. Launching the beverages for the first time last summer, we were thrilled to introduce products that we knew Solei's consumers would naturally gravitate toward. Fast forward a year later, its new selection offers products that our team is proud to bring to life, and it makes us that much more excited to share the latest from Solei. With these new launches and recent innovations from beverages to new topicals, Solei aims to truly cater to an audience that seeks products for their everyday well-being," said **Blair MacNeil, President, Tilray Canada**.

#### The New Infused Sparkling Beverages:

Solei's refreshing sparkling beverages in Blood Orange and Dark Cherry are both made with real fruit juice; The Blood Orange flavour features 5mg THC and 10mg CBG, while the Dark Cherry flavour has 5mg THC and 10mg CBD. Enjoy the unique recipes and nano-emulsified cannabinoids to elevate any occasion with Solei Sparkling Beverages.

#### The New Deep Tissue Stick:

The new Solei Deep Tissue Stick is designed to support rest and recovery and is made with nourishing shea butter, coconut, and jojoba oil. This non-greasy formula delivers a tiger balm-like sensation that supports ultimate relaxation. The extra-strength Deep Tissue Stick is a compact and convenient topical that combines cannabinoids and plant extracts of camphor and menthol to enhance your post-physical activities and wellness routines with cool, tingly, and comforting relief. Simply twist and roll onto your skin after a tough workout or hard day's work to experience the effective potency of 500mg THC and 500mg CBD for extra strength comfort wherever you need it. Available now in a 30g topical stick with a roll-on applicator.

**Disclaimer: These products are intended for adult use only and should be kept out of reach of children. Use responsibly and in accordance with local laws and regulations.**

#### About Solei

Solei<sup>1</sup> is a leading cannabis wellness and lifestyle brand with thoughtfully designed products for curating sensorial experiences based on what you need, when you need it, entirely on your terms. Beloved by consumers for its carefully formulated products and innovative formats, Solei products feature varied and rare cannabinoids that allow you to fine-tune your routines with ease. Explore a true sense of well-being with a wide range of formats including Solei's best-selling CBD oils, ready-to-go pre-roll multi-packs, blended topicals, and new beverages, along with more exciting future launches coming later this year.

For more information on Solei, visit <https://www.Solei.ca> and follow along our journey [@soleicanada](#) on Instagram.

#### About Tilray Brands

Tilray Brands, Inc. (Nasdaq: TLRY and TSX: TLRY) is a leading global 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 well-being 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 Tilray, 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.

**Contacts:**

Media:

[news@tilray.com](mailto:news@tilray.com)

**Investors:** [Investors@tilray.com](mailto:Investors@tilray.com)

<sup>1</sup> Solei cannabis products are developed under licensed producer Aphria Inc.



Source: Tilray Brands, Inc.