



Tilray Shifts Cultivation of its Flagship Canadian Cannabis Brand and Strain, Good Supply Jean Guy, to Masson-Angers Facility in Québec

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MASSON-ANGERS, Quebec, April 02, 2025 (GLOBE NEWSWIRE) -- Tilray Brands, Inc., company ("Tilray") (Nasdaq: TLR; TSX: TLR), a global lifestyle and consumer packaged goods company at the forefront of beverage, cannabis and wellness industries, and a leader in the Québec cannabis market, has officially transitioned the cultivation of its flagship brand and strain, Good Supply Jean Guy, the #1 selling cannabis strain in Québec, to its state-of-the-art production facility in Masson-Angers, Québec.

Previously cultivated in Ontario, the iconic Jean Guy strain has now found its new home in "la belle province," allowing Tilray to harness the capabilities of its high-performance facility in Québec. In celebration of this transition, Tilray will unveil new packaging featuring an updated logo, symbolizing its commitment to the Québec community and elevating the consumer experience. This change will take effect in the market on April 8th.

Tilray's Masson-Angers facility employs over 100 residents of Québec and produces more than 12 tonnes of cannabis annually, with the potential for further expansion. The facility utilizes advanced technology to manage all stages, from cultivation to packaging, ensuring high-quality cannabis products for consumers.

In addition to the renowned Jean Guy, Tilray cultivates several cannabis strains at Masson-Angers under the Canadian cannabis brand Good Supply, including Grand Daddy Purps, Sweet Berry Kush, and Pineapple Express.

About Good Supply

Good Supply is one of Canada's leading cannabis brands and has been recognized as #1 in flower, and best-selling pre-rolls, vapes, and concentrates, and has become a favourite among consumers and budtenders. At Good Supply, good is the new great. Rooted in classic strains that punch above their weight, Good Supply delivers consistent, hard-hitting quality at affordable prices. Explore classic cannabis strains, innovative formats, and new flavours – we're always up for a good time.

To learn more about Good Supply and its latest product launches, visit their website.

About Tilray Brands

Tilray Brands, Inc. ("Tilray") (Nasdaq: TLR; TSX: TLR), is a global lifestyle and consumer packaged goods company at the forefront of beverage, cannabis and wellness industries with operations in Canada, the United States, Europe, Australia, and Latin America that is leading as a transformative force at the nexus of cannabis, beverage, wellness, and entertainment, elevating lives through moments of connection. Tilray's mission is to be a leading premium lifestyle company with a house of brands and innovative products that inspire joy, wellness and create memorable experiences. Tilray's unprecedented platform supports over 40 brands in over 20 countries, including comprehensive cannabis offerings, hemp-based foods, and craft beverages.

For more information on Tilray Brands, 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 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, production estimates, 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.

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