



Tilray Brands Announces the Launch of XMG Atomic Sours: New THC Beverages and Edibles

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Nostalgic Sour Flavours Meet Cutting-Edge Cannabis Innovation

TORONTO, May 14, 2025 (GLOBE NEWSWIRE) -- Tilray Brands, Inc. (Nasdaq: TLR; TSX: TLR), a global lifestyle and consumer packaged goods company at the forefront of beverage, cannabis and wellness industries, is excited to announce that its wholly-owned subsidiary, High Park Holdings Ltd., is launching **XMG Atomic Sours**, a new line of cannabis beverages and gummies that redefine the sour experience. XMG Atomic Sours includes two cannabis-infused drinks, **Cherry Blasted Lime** and **Foggy Peaches**, and two cannabis-infused gummies, **Very Berry Rocket** and **Cherry Blasted Lime**, all crafted to provide consumers with nostalgic sour flavours.



XMG Atomic Sours beverages, including Cherry Blasted Lime and Foggy Peaches, offer nostalgic super sour flavors. Each beverage contains 10mg THC, 10mg CBG, and Guarana extract, providing 30mg of naturally occurring caffeine. These beverages are fast-acting due to nano-emulsified THCA diamonds.

The XMG Atomic Sours Gummies, available in Very Berry Rocket and Cherry Blasted Lime flavors, mark the brand's entry into the edibles market. This expansion diversifies the brands' product portfolio and caters to emerging consumer preferences. Each gummy is shaped like a nostalgic "key" and comprises 10mg of nano-emulsified THC and 10mg of CBG. These gummies deliver an intensely sour experience and are crafted using plant-based pectin.

XMG Atomic Sours are now available nationwide at select retailers. To find XMG's most recent thirst quenchers and key-shaped gummies and to keep up with the latest news from XMG, follow @findyourXMG on Instagram.

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.

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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.

For more information

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/1390527d-0a3f-49d5-b431-0e5faee439cb>