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GROWGENERATION SIGNS STRATEGIC SALES PARTNERSHIP WITH LUMIGROW

Denver, Colorado, Aug. 29, 2017 (GLOBE NEWSWIRE) --

– [GrowGeneration](#) Corp. (OTCQB:GRWG), (“GrowGen” or the “Company”), one of the largest specialty retail hydroponic and organic gardening stores in the Country, announced today they have signed a strategic partnership with LumiGrow Inc., a smart horticultural lighting company. GrowGeneration, with their 13 locations in CO, CA, WA, and NV, selling to both commercial and home cannabis growers, will be stocking LumiGrow 650e commercial LED fixtures with in-store displays that exhibit LumiGrow smart LED technology controlled by their smartPAR™ cloud-based software. Additionally, GrowGen’s knowledgeable sales professionals will be providing local sales support for the cannabis market in these regions.

Darren Lampert, Co-Founder and CEO of GrowGen, said “Our partnership with LumiGrow, the leading LED lighting technology company in the United States, demonstrates GrowGen’s commitment to offering the latest high-tech products to its customers. Until now, there haven’t been options for growers to access and demo adjustable LED hardware and software from their local retail store. We’re happy to give LumiGrow access to our powerful distribution network, and to be a strategic partner to sell and market their products.”

LumiGrow CEO, Shami Patel also commented “We have identified GrowGeneration as a company not only with wide and deep distribution capabilities, but they also possess the staff that has the background and knowledge to present our LED technology to the market place. Gaining the benefits of smart LED technology does require some education, so knowledgeable support for our cannabis growers is of the highest importance to us.”

GrowGen’s partnership with LumiGrow will work to ensure that professional-grade LED lighting technology and reliable support will remain easily accessible for cannabis growers across the United States.

GrowGen wants their customers to know that they’ll remain committed to delivering the newest cannabis cultivation technology as soon as it’s released. LumiGrow CEO, Shami Patel announces, “Our latest smartPAR™ Light Sensor Module technology will be available shortly, so greenhouse cannabis growers can further automate their cultivation by having the sun manage their LEDs. The benefits of this technology will be significant for any professional grow, as lighting levels remain ideal while growers save considerable energy, resulting in profound cost savings.”

Shami goes on to explain some of the additional features of the smart lighting technology now available through any GrowGen store. “The adjustable spectrum features of our LED lighting have specific benefits beyond what growers consider when using LEDs. For one, by eliminating red light in the final days of flowering, growers can significantly boost terpene levels of their crop.”

The LumiGrow team has been deploying their lighting technology for horticultural professionals for the past 10 years. One such LumiGrow cannabis customer, Head Grower Daniel Hopper at Silver State Relief, says “We’re thrilled to reduce costs with the LumiGrow solution.” LumiGrow specified a detailed light plan based on Silver State Relief’s crop objectives for specific strains, using adjustable lighting to address crop-cycle stages. “We’re committed to providing the best products to our patients at fair prices. By delivering superb growth and lower operating costs, LumiGrow LED lights are central to our strategy.” added Daniel.

Shami Patel, CEO of LumiGrow explains the key benefits of LumiGrow Pro 650e™ LED Lights vs. 1,000W

- LumiGrow LEDs spectrum results in canopy penetration that produces 3 feet of strong bud development vs. 18-24 inches
- LumiGrow LEDs deliver equivalent yields as HPS with 40% less power
- LumiGrow LEDs maintain constant 78° F temperature with 70% less cost
- LumiGrow LEDs achieve THC targets (26% with white widow and 23% other varieties)

About GrowGeneration Corp.:

GrowGeneration Corp. (“GrowGen”) owns and operates specialty retail hydroponic and organic gardening stores. Currently, GrowGen has 13 stores, which includes nine locations in Colorado, two locations in California, one location in Nevada and one in Washington. GrowGen carries and sells thousands of products, including organic nutrients and soils, advanced lighting technology and state of the art hydroponic equipment to be used indoors and outdoors by commercial and home growers. Our mission is to own and operate GrowGeneration branded stores in all the major legalized cannabis states. Management estimates that roughly 1,000 hydroponic stores are in operation in the U.S. According to New Frontier Data, the U.S. legal cannabis market was \$6.6 billion in 2016 and is expected to reach \$8.0 billion at the end of 2017. By 2025 the market is estimated to reach over \$24 billion with a compound annual growth rate of 16%. GrowGeneration is a publicly-held company with a stock symbol GRWG. For more information, please visit our website at growgeneration.com.

About LumiGrow, Inc.

LumiGrow, Inc., the leader in smart horticultural lighting, empowers growers and scientists with the ability to improve plant growth, boost crop yields, and achieve cost-saving

operational efficiencies. LumiGrow offers a range of proven grow light solutions for use in greenhouses, controlled environment agriculture and research chambers. LumiGrow solutions are eligible for energy-efficiency subsidies from utilities across North America.

LumiGrow has the largest horticultural LED install-base in the United States, with installations in over 30 countries. Our customers range from top global agribusinesses, many of the world's top 100 produce and flower growers, enterprise cannabis cultivators, leading universities, and the USDA. Headquartered in Emeryville, California, LumiGrow is privately owned and operated. For more information, call (800) 514-0487 or visit www.lumigrow.com.

Forward Looking Statements:

This press release may include predictions, estimates or other information that might be considered forward-looking within the meaning of applicable securities laws. While these forward-looking statements represent our current judgments, they are subject to risks and uncertainties that could cause actual results to differ materially. You are cautioned not to place undue reliance on these forward-looking statements, which reflect our opinions only as of the date of this release. Please keep in mind that we are not obligating ourselves to revise or publicly release the results of any revision to these forward-looking statements in light of new information or future events. When used herein, words such as "look forward," "believe," "continue," "building," or variations of such words and similar expressions are intended to identify forward-looking statements. Factors that could cause actual results to differ materially from those contemplated in any forward-looking statements made by us herein are often discussed in filings we make with the United States Securities and Exchange Commission, available at: www.sec.gov, and on our website, at: www.growgeneration.com.

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