

GrowGeneration Launches B2B Pro Portal, Expanding Digital Capabilities for Commercial Cultivators and Retailers

New E-Commerce Platform Enhances Procurement Efficiency with Real-Time Inventory, Automated Quoting, and Direct Ordering

DENVER--(BUSINESS WIRE)-- **GrowGeneration Corp.** (NASDAQ: GRWG) ("GrowGen" or the "Company"), the nation's largest specialty hydroponic and organic gardening retailer, today announced the official launch of its B2B Pro Portal, an advanced e-commerce platform designed to streamline and modernize purchasing for commercial cultivators and retailers.

The Company's B2B e-commerce platform, the GrowGen Pro Portal, utilizes cutting-edge technology to optimize procurement for commercial growers with features such as real-time inventory, automated quoting, and direct ordering. Using the B2B Edition Pro Portal, customers including large-scale cultivators, greenhouse operations, and vertical farms can now improve ordering efficiency, reduce operational burdens, and deliver seamless user experiences that drive brand loyalty and repeat business.

"The GrowGen Pro Portal is the latest step in our digital transformation of sales across our organization with a B2B customer focus," said Darren Lampert, GrowGen's Co-Founder and Chief Executive Officer. "Bringing transaction activity to our new digital platform streamlines the ordering process and provides our customers with greater efficiency, cost savings, and real-time access to the industry's best products; and we have already received positive feedback from customers. At the same time, we are driving operational efficiencies across our supply chain in order to reduce expenses, drive higher margins, and improve profitability."

With the GrowGen B2B Portal, customers can:

- Access Real-Time Inventory & Pricing – Instantly view availability and bulk pricing on thousands of products, including nutrients, lighting, irrigation, and more.
- Generate Instant Quotes & Place Orders – Self-service tools allow for faster decision-making and procurement.
- Utilize Customized Account Management – Personalized pricing, order history tracking, and volume-based discounts.
- Leverage Seamless Logistics & Financing – Integrated shipping options and flexible financing solutions for high-cost equipment.

To experience the power of the GrowGen Pro Portal in action, watch our official launch video on Instagram available [here](#). For additional information or to sign up today, please visit <https://www.growgeneration.com/growgen-pro>.

The B2B e-commerce platform had a soft launch in the fourth quarter of 2024 and has already been utilized by commercial customers, who have offered real-time input to shape, refine, and improve the online portal.

About GrowGeneration Corp:

GrowGen is the nation's largest specialty hydroponic and organic gardening retailer. GrowGen carries and sells thousands of products, such as nutrients, additives, growing media, lighting, environmental control systems, and benching and racking, including proprietary brands such as Charcoir, Drip Hydro, Power Si, Ion lights, The Harvest Company, and more. Incorporated in Colorado in 2014, GrowGen is the largest chain of specialty retail hydroponic and organic garden centers in the United States. The Company also operates an online superstore for cultivators at growgeneration.com, as well as a wholesale business for resellers, and a benching, racking, and storage solutions business, Mobile Media or MMI.

To be added to the GrowGeneration email distribution list, please email GrowGen@kcsa.com with GRWG in the subject line.

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 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 opinions only as of the date of this release. Please keep in mind that the Company does not have an obligation 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," "expect," "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 made with the United States Securities and Exchange Commission, available at: www.sec.gov, and on the Company's website, at: www.growgeneration.com.

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Source: GrowGeneration Corp.