

March 1, 2022



Paradise Smokes Partners with Unrivaled Brands for California Distribution

SANTA ANA, Calif., March 01, 2022 (GLOBE NEWSWIRE) -- Unrivaled Brands, Inc. (OTCQX: UNRV) ("Unrivaled" or the "Company") today announced the addition of Paradise Smokes to the Company's Accelerator distribution program, a forward-thinking alternative to traditional cannabis distribution.

Los Angeles-based Paradise Smokes is a family-business, owned and operated by a local husband and wife, offering a premium preroll experience in a number of form factors. The premium Accelerator Brand offers .7g indoor flower joints, available in singles and five-packs, and Paradise Plus 2g joints, infused with .2g Ahti Hash rosin, available in singles. All products are hand wrapped in unbleached organic rice paper, complemented by glass tips and premium flower from Seed Junky.

Unrivaled President Oren Schauble stated, "We've watched Paradise rapidly gain attention in the California market with their quality hand rolled products, and strong eye for branding. We're excited to help them expand further throughout the state as a perfect complement to the Unrivaled Brands California product lineup."

Leveraging Unrivaled's unique footprint and market strategy, the Unrivaled Accelerator program gives brands a forward-thinking alternative to traditional cannabis distribution. Accelerator distribution brands get last mile fulfillment, comprehensive sales support, and are able to utilize the Unrivaled footprint as a proving ground for expansion.

Paradise Smokes' Devin Rafferty added, "We are pleased to partner with Unrivaled to expand our presence in California—we think there is an ideal cultural and operational fit between our organizations to help realize our vision for Paradise Smokes at a greater scale."

About Unrivaled Brands

Unrivaled Brands is a multi-state vertically integrated company focused on the cannabis sector with operations in California and Oregon. In California, Unrivaled Brands operates five dispensaries, a state-wide distribution network, and two cultivation facilities, and has up to four additional dispensaries under development. In Oregon, we operate a state-wide distribution network. Among other brands, Unrivaled Brands is home to Korova, the market leader in high potency products across multiple product categories, currently available in California, Oregon, Arizona, and Oklahoma, as well as Sticks and Cabana. For more info, please visit: unrivaledbrands.com. For more info, please visit: <https://unrivaledbrands.com>.

Cautionary Language Concerning Forward-Looking Statements

Certain statements contained in this communication regarding matters that are not historical facts, are forward-looking statements within the meaning of Section 21E of the Securities and Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995, known as the PSLRA. These include statements regarding management's intentions, plans, beliefs, expectations, or forecasts for the future, and, therefore, you are cautioned not to place undue reliance on them. No forward-looking statement can be guaranteed, and actual results may differ materially from those projected. The Company undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise, except to the extent required by law. We use words such as "anticipates," "believes," "plans," "expects," "projects," "future," "intends," "may," "will," "should," "could," "estimates," "predicts," "potential," "continue," "guidance," and similar expressions to identify these forward-looking statements that are intended to be covered by the safe-harbor provisions of the PSLRA. Such forward-looking statements are based on our expectations and involve risks and uncertainties; consequently, actual results may differ materially from those expressed or implied in the statements due to a number of factors.

New factors emerge from time-to-time and it is not possible for us to predict all such factors, nor can we assess the impact of each such factor on the business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. These risks, as well as other risks associated with the combination, will be more fully discussed in our reports with the SEC. Additional risks and uncertainties are identified and discussed in the "Risk Factors" section of the Company's Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and other documents filed from time to time with the SEC. Forward-looking statements included in this release are based on information available to Company as of the date of this release. The Company undertakes no obligation to update such forward-looking statements to reflect events or circumstances after the date of this release.

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