

February 1, 2024



Drip Hydro Unveils Groundbreaking Powder Nutrient Line for Cultivation

DENVER--(BUSINESS WIRE)-- GrowGeneration Corp. (NASDAQ: GRWG) ("GrowGen" or the "Company"), the largest chain of specialty hydroponic and organic garden centers in the United States, today announced that Drip Hydro is launching a new powder nutrient line for cultivation. Drip Hydro, a leader in agricultural innovation, has specially formulated a powder nutrient line, meticulously designed for cannabis cultivation. This cutting-edge product line sets a new standard in the market, being one of the most balanced, clean, and cost-effective nutrient solutions available today.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20240201484129/en/>



(Photo: Business Wire)

Crafted after extensive research and feedback from expert growers, Drip Hydro's powder nutrient line is engineered to address the specific needs of cannabis plants. It stands out for its unique formulation that negates the necessity of adding extra calcium-magnesium

(Cal-mag) supplements, simplifying the cultivation process while ensuring optimal plant health and crop quality.

"Our team at Drip Hydro is dedicated to providing the cannabis cultivation community with the best possible nutrients," said Darren Lampert, CEO & Co-Founder of GrowGeneration.

"We understand the intricacies of growing high-quality cannabis, and our new nutrient line reflects our commitment to excellence and innovation in this field," said Rex Gill, VP of Brand & Product Development and Co-Founder of Drip Hydro.

Key highlights of the Drip Hydro powder nutrient line include:

- **Balanced Formulation:** Perfectly balanced nutrients eliminate the need for additional Cal-mag supplements.
- **Separation of Micronutrients and Nitrogen:** Unique separation allows growers to remove nitrogen late in the flowering stage, leading to higher yields and improved crop

quality.

- **Clean and Pure Ingredients:** Ensures a safe, contaminant-free growth environment for cannabis.
- **Cost-Effectiveness:** Delivers exceptional value without compromising on quality or results.

The Drip Hydro powder nutrient line is now available for purchase at all GrowGeneration retail locations, [GrowGeneration.com](https://www.growgeneration.com), and through select distributors. To further support growers in their endeavors, Drip Hydro offers comprehensive customer support and resources. For more information on the new nutrient line and other products from Drip Hydro, visit driphydro.com or follow on social media @drip_hydro.

About Drip Hydro:

Drip Hydro is a nutrient line dedicated to formulating the most cost effective, simple, and clean nutrient line on the market for cultivation. Formulated from highly bio-available quality inputs designed to ensure that plants receive the proper nutrition throughout their entire life cycles. Drip Hydro has established itself as a trusted name in agricultural solutions, focusing on advanced nutrient formulations tailored for specific crops. Commitment to research and innovation has made Drip Hydro a go-to resource for growers seeking superior results.

About GrowGeneration Corp:

GrowGeneration is a leading marketer and distributor of nutrients, growing media, lighting, benching and racking, environmental control systems, and other products for both indoor and outdoor hydroponic and organic gardening, including proprietary brands such as Charcoir, Drip Hydro, Power Si, MMI benching and racking, Ion lights, Durabreeze fans, and more. Incorporated in Colorado in 2014, GrowGeneration 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](https://www.growgeneration.com), as well as a wholesale business for resellers, HRG Distribution, and a benching, racking, and storage solutions business, Mobile Media.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20240201484129/en/>

Investor:

ICR, Inc.

GrowGenIR@icrinc.com

Source: GrowGeneration Corp.