

November 4, 2021



Unrivaled Brands Expands Product Offering Through Exclusive Distribution Agreement with Life Cannabis Co.

Agreement Expands Product Offering to Include Sustainable Cannabis Brand

Life Cannabis Co. Joins Korova, Sticks, Habit, Humboldt Farms, and FlowerShop* as a Marquee Brand in Unrivaled's Distribution Network

SANTA ANA, Calif., Nov. 04, 2021 (GLOBE NEWSWIRE) -- Unrivaled Brands, Inc. (OTCQX:UNRV) ("Unrivaled" or the "Company") today announced that the Company has entered into an exclusive distribution agreement with Life Cannabis Co. ("Life"), a sustainable cannabis flower company. As part of the agreement, Unrivaled will be executing all sales and distribution services of Life branded products.

Life flower is sustainably grown in a full spectrum indoor facility using earth conscious methods to produce high quality product using only organic soils. To reduce water and energy consumption, Life uses water recirculation systems and high efficiency equipment at its state-of-the-art facility. The Life branded products are responsibly sourced and environmentally sustainable with earth friendly packaging that includes recycled glass and biodegradable plant fiber bags, jar lids, and pre-roll tubes.

Unrivaled President Oren Schauble stated, "We are excited to partner with a company that is working tirelessly to build a sustainable future in cannabis. Life aligns with our corporate goals as we continue to add brands to our portfolio that meet the needs of our customers and communities. Whether by way of our distribution network or directly through our direct-to-consumer channels or dispensaries, we look forward to providing consumers access to Life products and their eco-friendly brand."

Life founder and President Didier Cohen said, "We created Life Cannabis Co. to make a positive impact on our planet in 2020, but that all has to start with making a positive impact on our industry first. With this in mind, teaming up with Unrivaled was an easy decision considering they have been making such an impact in our industry for years. This partnership further establishes Life's growing presence in California and allows us to spread our message of sustainability at the highest level in our industry."

As part of its commitment to building a sustainable future, Life donates five percent of all profits to environmental charities.

About Unrivaled Brands

Unrivaled Brands is a multi-state vertically integrated company focused on the cannabis sector with operations in California, Oregon, and Nevada. In California, Unrivaled Brands operates four dispensaries, direct to consumer delivery, a state-wide distribution network, company-owned brands, and two cultivation facilities. In Oregon, we operate a state-wide distribution network, company-owned brands and outdoor and greenhouse cultivation. In Nevada, by way of a joint venture, Unrivaled Brands operates a cultivation and manufacturing facility. 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: <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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