

December 10, 2020



# Long-Term Partners Greenlane and PAX LABS™ Renew Exclusive U.S. Distribution Agreement

## Partners since 2012, Greenlane and PAX Labs continue their strategic collaboration

BOCA RATON, Fla., Dec. 10, 2020 (GLOBE NEWSWIRE) -- [Greenlane Holdings, Inc.](#) ("Greenlane" or "the Company") (Nasdaq: GNLN), a global house of brands and one of the largest sellers of premium cannabis accessories, child-resistant packaging, and specialty vaporization products, today announced that it has renewed its exclusive distribution partnership with [PAX Labs™](#), a leading consumer technology brand in cannabis. The agreement maintains Greenlane's exclusive distribution of all PAX® devices throughout the U.S.

PAX Labs is a global market leader in producing high-quality dry herb vaporizers, including the best-in-class PAX 3™ and PAX ERA PRO™. PAX's world-class hardware and software teams create tools that allow consumers to personalize every experience through the PAX App, from temperature and dose control, to unprecedented access to information, including cannabinoid profiles and lab testing results. Based in San Francisco, PAX is determined to establish cannabis as a force for good.

"PAX Labs has been an influential partner throughout the past eight years since our initial distribution agreement. We're honored to work alongside such a forward-thinking and like-minded brand as we continue to help bring their revolutionary vaporizers to market," said Aaron LoCascio, Co-Founder and CEO of Greenlane.

"We highly value our relationship with Greenlane and are thrilled to continue working together to bring our technology and devices to new customers, and expand brand awareness in both adult use and medical markets," added Dominic O'Brien, Chief Revenue Officer at PAX Labs. "As we enter the next phase of this partnership, we are confident in Greenlane's ability to support our ambitious growth and mission to deliver premium cannabis experiences to consumers."

Greenlane will continue to distribute all PAX devices through its vast distribution network of over 11,000 retail locations, including licensed cannabis dispensaries and headshops. Greenlane will leverage its network to distribute PAX Labs' recently launched color refresh for its award-winning [PAX 3™](#) vaporizer, designed for the modern, sophisticated consumer. The dry herb and concentrate vaporizer maximizes material efficiency and delivers smooth and smokeless vapor through gentle heating. With four temperature settings and +/- 1° temperature control, consumers can adjust the temperature to manage both flavor and vapor output through the PAX App. To shop PAX devices, visit [wholesale.gnl.com](#).

## **About Greenlane Holdings, Inc.**

Greenlane (NASDAQ: GNLN) is the leading global platform for the development and distribution of premium cannabis accessories and lifestyle products. The company operates as a powerful house of brands, a third-party brand accelerator, and omni-channel distribution platform. Greenlane serves the global markets with an expansive customer base of more than 11,000 retail locations, including licensed cannabis businesses, smoke shops, and specialty retailers. Greenlane's world-class team provides services including product development, go-to-market strategy, sales and marketing support, customer service, direct-to-consumer fulfillment, supply chain management, and distribution. As a pioneer in the cannabis space, Greenlane is the partner of choice for many of the industry's leading brands, including PAX Labs, Storz & Bickel (Canopy-owned), Cookies, Gresco Science, and DaVinci. Greenlane also proudly owns and operates a diverse brand portfolio including packaging innovator Pollen Gear™, the [K.Haring Glass](#) Collection by Higher Standards, [Marley Natural](#)™, and [VIBES](#)™ rolling papers. Higher Standards, Greenlane's flagship brand, offers both a high-end product line and immersive retail experience with groundbreaking stores in both New York City's Chelsea Market and Malibu, California. Greenlane also owns and operates both Vapor.com and VapoShop.com, two industry-leading, direct-to-consumer e-commerce platforms in North America and Europe respectively. For additional information, please visit: <https://gnln.com/>.

## **About PAX**

Headquartered in San Francisco, PAX Labs™ is the leader in premium cannabis vaporizer technology, with award-winning devices for both concentrates and dry herb. Counting over 2 million devices sold, PAX Labs has revolutionized the consumer experience through innovation and product design that takes the guesswork out of cannabis and delivers quality, safety, and predictability. PAX Labs is committed to its mission of establishing cannabis as a force for good. PAX Labs does not manufacture, produce or sell cannabis and its products are not for sale to minors. For more information, visit [pax.com](http://pax.com).

*For more information about Greenlane:*

### **Media Contact**

MATTIO Communications

[Greenlane@mattio.com](mailto:Greenlane@mattio.com)

### **Investor Contact**

Rob Kelly

Investor Relations, MATTIO Communications

[Greenlane@mattio.com](mailto:Greenlane@mattio.com)

1-416-992-4539

