June 23, 2025

Jushi and Real Housewives Star Stacey Rusch Celebrate Successful Launch of Lifestyle Cannabis Brand ‘Shayo’



(Photo credit: Andreas Neumann)

BOCA RATON, Fla., June 23, 2025 (GLOBE NEWSWIRE) -- **Jushi Holdings Inc.** (“Jushi” or the “Company”) (CSE: JUSH) (OTCQX: JUSHF) has partnered with entrepreneur, philanthropist, and *Real Housewives of Potomac* star **Stacey Rusch** on a new cannabis-infused wellness brand, **Shayo**. Shayo, named after the Nigerian term meaning “to be happy,” blends elevated ingredients with a lifestyle-forward ethos to deliver a one-of-a-kind edible experience to Virginia’s medical cannabis market. More information about Shayo products is available HERE.

“Shayo is about joy, rhythm, and living life fully,” says Rusch. “I’m so proud to bring this brand to my home state and help people discover a delicious new path to wellness.”

Two distinct rosin-infused fruit chews are now available, each designed with a target cannabinoid profile and thoughtful flavor pairing. Set your intention for the day with **Rise (Blood Orange Pomegranate)**, in which bright citrus and tart pomegranate intertwine, giving you a complex flavor that is grounded and strikes a remarkable balance. Rise showcases a unique **1:2 ratio of THC:CBG**. Manifest your perfect dreamscape with**Rest (Berry Vanilla)**, in which red and dark berry flavors fold into soft and floral vanilla tones that are ideal to wrap up any day. The **1:2 ratio of THC:CBN** helps your body let go of what no longer serves. Both varieties are vegan, gluten-free, non-GMO, and made with natural fruit purées, offering a premium edible that's as functional as it is flavorful.

"Shayo's early success has exceeded our expectations, and we're proud to be partnering with Stacey on such a standout brand," says Jim Cacioppo, Chief Executive Officer, Chairman, and Founder of Jushi Holdings Inc.

Shayo products are currently available at all six Beyond Hello locations in Virginia, and soon at additional dispensaries across the Commonwealth.

About Stacey Rusch

Stacey Rusch is an entrepreneur, philanthropist, and personality. With a career spanning media, she turned to star on Bravo's *The Real Housewives of Potomac*, making her debut in Season 9, instantly becoming a fan favorite and capturing the hearts of the Bravosphere and beyond. A Detroit native, she now resides in Virginia with her daughter.

About Jushi Holdings Inc.

We are a vertically integrated cannabis company led by an industry-leading management team. Jushi is focused on building a multi-state portfolio of branded cannabis assets through opportunistic acquisitions, distressed workouts, and competitive applications. Jushi strives to maximize shareholder value while delivering high-quality products across all levels of the cannabis ecosystem. For more information, visit jushico.com or our social media channels, Instagram, Facebook, X and LinkedIn.

Forward-Looking Information and Statements

This press release may contain "forward-looking statements" and "forward-looking information" within the meaning of applicable securities laws, including Canadian securities legislation and United States ("U.S.") securities legislation (collectively, "forward-looking information") which are based upon the Company's current internal expectations, estimates, projections, assumptions and beliefs. All information, other than statements of historical facts, included in this report that address activities, events or developments that Jushi expects or anticipates will or may occur in the future constitutes forward-looking information. Forward-looking information is often identified by the words, "may", "would", "could", "should", "will", "intend", "plan", "anticipate", "believe", "estimate", "expect" or similar expressions and includes, among others, information regarding: future business strategy, competitive strengths, goals, expansion and growth of Jushi's business, operations and plans, including new revenue streams; roll out of new operations; the implementation by Jushi of certain product lines; implementation of certain research and development; the application for additional licenses and the grant of licenses that will be or have been applied for; the expansion or construction of certain facilities; the reduction in the number of our

employees; the expansion into additional U.S. markets; any potential future legalization of adult use and/or medical marijuana under U.S. federal law; the expectation of repayment of debt to de-lever our balance sheet; expectations of market size and growth in the U.S. and the states in which Jushi operates; expectations for other economic, business, regulatory and/or competitive factors related to Jushi or the cannabis industry generally; and other events or conditions that may occur in the future.

Readers are cautioned that forward-looking information is not based on historical facts but instead is based on reasonable assumptions and estimates of the management of the Company at the time they were provided or made and such information involves known and unknown risks, uncertainties, including our ability to continue as a going concern, and other factors that may cause the actual results, level of activity, performance or achievements of the Company, as applicable, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking information. Such factors include, among others: risks relating to U.S. regulatory landscape and enforcement related to cannabis, including political risks; risks relating to anti-money laundering laws and regulation; other governmental and environmental regulation; public opinion and perception of the cannabis industry; risks related to the economy generally; risks related to inflation, the rising cost of capital, and stock market instability; risks relating to pandemics and forces of nature; risks related to contracts with third party service providers; risks related to the enforceability of contracts; the limited operating history of Jushi; Jushi's history of operating losses and negative operating cash flows; reliance on the expertise and judgment of senior management of Jushi; risks inherent in an agricultural business; risks related to co-investment with parties with different interests to the Company; risks related to proprietary intellectual property and potential infringement by third parties; risks relating to the management of growth; costs associated with Jushi being a publicly-traded company and a U.S. and Canadian filer; increasing competition in the industry; risks associated with cannabis products manufactured for human consumption including potential product recalls; reliance on key inputs, suppliers and skilled labor; reliance on manufacturers and contractors; risks of supply shortages or supply chain disruptions; cybersecurity risks; constraints on marketing products; fraudulent activity by employees, contractors and consultants; tax and insurance related risks; risk of litigation; conflicts of interest; risks relating to certain remedies being limited and the difficulty of enforcing judgments and effecting service outside of Canada; risks related to completed, pending or future acquisitions or dispositions, including potential future impairment of goodwill or intangibles acquired and/or post-closing disputes; sales of a significant amount of shares by existing shareholders; the limited market for securities of the Company; risks related to the continued performance of existing operations in California, Illinois, Massachusetts, Nevada, Ohio, Pennsylvania, and Virginia; risks related to the anticipated openings of additional dispensaries or relocation of existing dispensaries; risks relating to the expansion and optimization of the cultivation and/or processing facilities in Massachusetts, Nevada, Ohio, Pennsylvania and Virginia; risks related to opening new facilities, which is subject to licensing approval; limited research and data relating to cannabis; risks related to challenges from governmental authorities with respect to the Company's tax credits; and risks related to the Company's critical accounting policies and estimates. Refer to Part I - Item 1A. Risk Factors in the Company's Annual Report on Form 10-K filed with the U.S. Securities and Exchange Commission on March 6, 2025 for more information.

Although Jushi has attempted to identify important factors that could cause actual results to

differ materially, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such forward-looking information will prove to be accurate as actual results and future events could differ materially from those anticipated in such information. Accordingly, readers should not place undue reliance on the forward-looking information contained in this press release or other forward-looking statements made by Jushi. Forward-looking information is provided and made as of the date of this press release and Jushi does not undertake any obligation to revise or update any forward-looking information or statements other than as required by applicable law.

Unless the context requires otherwise, references in this press release to "Jushi," "Company," "we," "us" and "our" refer to Jushi Holdings Inc. and our subsidiaries.

For further information, please contact:

Jushi Investor Relations
561-617-9100
investors@jushico.com

A photo accompanying this announcement is available at https://www.globenewswire.com/NewsRoom/AttachmentNg/3fe5deb8-1946-40f6-8369-6765fb887a7f

Source: Jushi Holdings Inc.

Andreas Neumann



(Photo credit: Andreas Neumann)