November 12, 2025

Jushi Holdings and Real Housewives Star Stacey Rusch Bring Shayo to Nevada Adult-Use Market After Virginia Success

- **Launch Coincides with BravoCon Weekend in Las Vegas**
- **Meet & Greet with Stacey Rusch at NuLeaf Las Vegas on Sunday, November 16th From 6pm-8pm**
- **Products Available Beginning Thursday, November 13th**

BOCA RATON, Fla., Nov. 12, 2025 (GLOBE NEWSWIRE) -- Jushi Holdings Inc. (“Jushi” or the “Company”) (CSE: JUSH) (OTCQX: JUSHF) today announced the expansion of *Shayo* — the cannabis-infused wellness brand co-created with entrepreneur, philanthropist, and *Real Housewives of Potomac* star **Stacey Rusch** — into the **Nevada Adult-Use Market** beginning **Thursday, November 13th**.



After achieving success in Virginia's medical market, *Shayo* is bringing its elevated, **cannabis-infused fruit chews** to **Nevada consumers aged 21 and over**. The launch coincides with **BravoCon weekend**, where Rusch will appear alongside fellow *Real Housewives* talent. Fans and customers are invited to a **meet-and-greet event with Stacey Rusch** on **Sunday, November 16th at 6:00 PM** at **NuLeaf Twain (430 E Twain Ave, Las Vegas, NV 89169)** to celebrate *Shayo*'s debut in the Silver State.

"*Shayo* is about joy, rhythm, and living life fully," says Rusch. "I'm thrilled to share this next chapter with Nevada's adult-use consumers and celebrate during BravoCon weekend — it's the perfect moment to bring *Shayo*'s energy to Las Vegas."

Two distinct **cannabis-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)**, showcasing a **1:2 THC:CBG** ratio, or unwind with **Rest (Berry Vanilla)**, featuring a **1:2 THC:CBN** ratio to help you relax and recharge. Both varieties are **vegan, gluten-free, non-GMO**, and made with **natural fruit purées**, delivering

a premium, functional edible experience.

“After seeing *Shayo*’s success in Virginia, we couldn’t be more excited to bring this remarkable brand to Nevada,” said **Jim Cacioppo**, Chief Executive Officer, Chairman, and Founder of Jushi Holdings Inc. “Our partnership with Stacey Rusch continues to inspire a new audience seeking balance and joy through cannabis, and we’re proud to introduce *Shayo* to one of the most dynamic adult-use markets in the country.”

Shayo products will be available for purchase starting **Thursday, November 13th** at **NuLeaf Las Vegas and Incline Village**, **Beyond Hello Las Vegas** and will be coming soon to additional Nevada licensed retailers.

About Stacey Rusch
Stacey Rusch is an entrepreneur, philanthropist, and television personality. With a career spanning media and wellness, she rose to national prominence on Bravo’s *The Real Housewives of Potomac*, debuting in Season 9 and quickly becoming a fan favorite. A Detroit native, Stacey now resides in Virginia with her daughter, where she continues to advocate for empowerment, mindfulness, and joy through her ventures, including *Shayo*.

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 the Company 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 the Company’s business, operations and plans, including new revenue streams; the refinancing or securing other sources of liquidity to meet debt repayment obligations; the implementation by the Company of certain product lines; the 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. and international markets; any potential future legalization of adult use and/or medical marijuana under U.S. federal law; expectations of market size and growth in the U.S. and the states in which the Company operates; expectations for other economic, business, regulatory and/or competitive factors related to the Company 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: the limited operating history of the industry and the Company; risks related to managing the growth of the Company including completed, pending or future acquisitions or dispositions, including potential future impairment of goodwill or intangibles acquired and/or post-closing disputes; risks related to the continued performance, expansion and/or optimization 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 subject to licensing approval; the Company's history of operating losses and negative operating cash flows; increasing competition in the industry; risks inherent in an agricultural business, such as the effects of natural disasters; reliance on the expertise and judgment of senior management of the Company; risks associated with cannabis products manufactured for human consumption including potential product recalls; limited research and data relating to cannabis; constraints on marketing products; risk of litigation; insurance-related risks; public opinion and perception of the cannabis industry; risks related to the economy generally; fraudulent activity by employees, contractors and consultants; risks relating to the Company's current amount of indebtedness; risks relating to not being able to reduce or refinance its debt obligations; reliance on key inputs, suppliers and skilled labor, and third party service provider contracts; reliance on manufacturers and contractors; risks of supply shortages or supply chain disruptions; risks relating to pandemics and forces of nature; risks related to the enforceability of contracts; risks related to inflation, the rising cost of capital, and stock market instability; risks relating to U.S. regulatory landscape and enforcement related to cannabis, including political risks; risks relating to anti-money laundering laws and regulation; cannabis-related tax risks and challenges from governmental authorities with respect to the Company's application for Employee Retention Tax Credits (ERC); other governmental and environmental regulation; risks related to proprietary intellectual property and potential infringement by third parties; sales of a significant amount of shares by existing shareholders; the limited market for securities of the Company; risks relating to the need to raise additional capital either through debt or equity financing; costs associated with the Company being a publicly-traded company and a U.S. and Canadian filer; risks related to co-investment with parties with different interests to the Company; conflicts of interest and related party transactions; cybersecurity risks; 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 the Company 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 the Company. Forward-looking information is provided

and made as of the date of this press release and the Company 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.

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A photo accompanying this announcement is available at
https://www.globenewswire.com/NewsRoom/AttachmentNg/1e996ab2-d24f-4415-bab8-25b2dbac79f9

Source: Jushi Holdings Inc.

Stacey Rusch- Shayo



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