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Upexi's Tytan Tiles Brand, a Top Selling Toy on Walmart.com, Launches Branded Amazon Storefront

Tytan Tiles hits shelves in over 2,000 Walmart stores nationwide, launches Amazon store, and announces 4 new upcoming product offerings for 2023

CLEARWATER, Fla. , Jan. 18, 2023 /PRNewswire/ -- [Upexi Inc.](#) (NASDAQ: UPXI) (the "**Company**" or "**Upexi**"), a multi-faceted Amazon and Direct-to-Consumer brand owner and innovator in aggregation, today announced the Company's children's toy brand, [Tytan Tiles](#) ("Tytan"), has officially been approved by Amazon.com to launch its first branded direct-to-consumer storefront, Tytan Brands Store, for its [top selling toy products](#). Additionally, Tytan Tiles has officially launched, [as previously announced](#), into over 2,000 Walmart storefronts nationally.

Tytan Tiles is a high-quality, eco-conscious toy company that has grown 100% year-over-year for the past two years, driven by its line of STEM toys. Tytan's product lines have been one of the top selling toys in Sam's Club since 2018, a bestseller on Walmart.com, and a top seller on Walmart.com during Cyber week 2022. Additionally, the product lines were featured in Walmart Toybook 2022, expanding its marketing reach to millions of households, nationally.

Upexi is developing a full assortment with retailers for its [Tytan Tiles](#) product lines. Tytan Tiles plans to launch up to four new products in 2023, including Magnetic Cubes, Fort Builder Kit, Dino Tiles Kit, and Princess Tiles Kit, into current retailers and Amazon direct.

"Our successful launch with Amazon and Walmart validates our ability to scale and leverage our relationships with leading retailers. Building upon our successful history with Walmart.com, we are excited to announce the official launch of our Tytan Tiles branded, direct-to-consumer storefront on Amazon.com," commented Upexi's CEO, Allan Marshall. "Tytan Tiles products continue to be wildly popular with consumers and outperform in terms of sales growth. Our robust distribution in some of the nation's largest retailers combined with the Amazon presence should drive growth for the multiple new products being launched this year. The educational toy category remains a key target for organic growth and a focus for potential future acquisitions."

About Upexi, Inc.:

Upexi is a multi-faceted brand owner with established brands in the health, wellness, pet, beauty and other growing markets. We operate in emerging industries with high growth trends and look to drive organic growth of our current brands. We focus on direct to consumer and Amazon brands that are scalable and have anticipated, high industry growth trends. Our goal is to continue to accumulate consumer data and build out a significant

customer database across all industries we sell into. The growth of our current database has been key to the year over year gains in sales and profits. To drive additional growth, we have and will continue to acquire profitable Amazon and eCommerce businesses that can scale quickly and reduce costs through corporate synergies. We utilize our in-house, SaaS programmatic ad technology to help achieve a lower cost per acquisition and accumulate consumer data for increased cross-selling between our growing portfolio of brands.

FORWARD LOOKING STATEMENTS:

This news release contains "forward-looking statements" as that term is defined in Section 27A of the United States Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Statements in this press release which are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future. Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, the inherent uncertainties associated with business strategy, potential acquisitions, revenue guidance, product development, integration and synergies of acquiring companies and personnel. These forward-looking statements are made as of the date of this news release, and we assume no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements. Although we believe that the beliefs, plans, expectations and intentions contained in this press release are reasonable, there can be no assurance that such beliefs, plans, expectations or intentions will prove to be accurate. Investors should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in our annual report on Form 10-K and other periodic reports filed from time-to-time with the Securities and Exchange Commission.

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