

October 8, 2024



# **Greenlane Announces Non-Binding Letter of Intent to Distribute the CURB Lifestyle, Inc. Breakthrough Inhalation Device Technology for Nicotine, Cannabinoids and Other Wellness Compounds**

- *CURB's patented, non-heating, inhalation device uses ultrasonic vibrations to create a fine mist, ensuring maximum absorption without high temperatures*
- *100% water-soluble, which ensures purity, safety, and efficacy*
- *Compatible with a wide range of formulations, including nicotine, cannabinoids, and other wellness compounds*
- *Combining Greenlane's industry leading omnichannel distribution platform serving wellness, health, and cannabis industries, with CURB Lifestyle's innovative inhalation technology*

**BOCA RATON, FL / ACCESSWIRE / October 8, 2024** /Greenlane Holdings, Inc. ("Greenlane" or the "Company") (NASDAQ:GNLN), one of the premier global sellers of premium cannabis accessories, child-resistant packaging, and specialty vaporization products, today announced it has entered into a non-binding letter of intent (the "LOI") to be a distributor in the U.S., Canada, Latin America, and the EU of the CURB Lifestyle, Inc. ("CURB") patented, non-heating, inhalation device capable of safely delivering a wide range of formulations, including nicotine, cannabinoids, and other wellness compounds. CURB's inhalation device is targeting multi-billion-dollar markets, with the primary verticals encompassing nicotine, cannabis and wellness. The CURB products are expected to be available to order beginning November 15, 2024 via the Company's multiple online retail storefronts, ([vapor.com](https://vapor.com), [puffitup.com](https://puffitup.com), and [higherstandards.com/](https://higherstandards.com/)) as well as its wholesale portal ([wholesale.greenlane.com](https://wholesale.greenlane.com)). Greenlane also plans to make the device available to its dispensary clients for use with cannabis formulations as a healthier option of consumption



## CURB Product Portfolio

Greenlane and CURB have also agreed to explore the development and distribution of a comprehensive portfolio of lifestyle products designed to seamlessly fit into the daily lives of consumers. Utilizing CURB's innovative formulas, these products will offer a dual-use approach, providing consumers with flexibility and convenience in how they integrate wellness into their routines. CURB and Greenlane will focus on creating a series of wellness formulas aimed at enhancing consumers' health and lifestyle, including vitamins, pre and post workout, sleep aid, stress relief and other lifestyle wellness applications.

"CURB has developed a new standard in inhalation devices that offers consumers a more safe, convenient, and consistent delivery system, whether they are seeking enjoyment or to support their wellness journey," said Barbara Sher, Chief Executive Officer for Greenlane. "As leading global distributor of premium lifestyle products, the planned launch of the newly developed CURB inhalation device on our platform is a significant and exciting milestone at the beginning of our strategic collaboration with CURB. We are committed to bringing innovative solutions to our customers and this partnership, like our previously announced relationship with Safety Strips, supports our strategy of broadening our product portfolio. We are committed to providing a full spectrum of premium cannabis accessories while also

accessing the large and fast-growing health and wellness marketplace. We believe these new synergistic opportunities can drive sales, expand our market presence, and enhance shareholder value."

"Partnering with Greenlane marks a pivotal moment for CURB as we bring our patented, non-heating inhalation device to a global audience. This collaboration allows us to introduce a healthier, more efficient way of delivering wellness compounds, nicotine, and cannabinoids through Greenlane's extensive distribution network. Our innovative technology not only enhances user safety but also expands access to cutting-edge solutions for consumers seeking both enjoyment and well-being."

"Together with Greenlane, we are excited to drive the future of wellness by creating a portfolio of products that integrate seamlessly into everyday life. We look forward to transforming how wellness is delivered across multiple markets, from pre- and post-workout recovery to stress relief and sleep aids, while continuing to provide safe alternatives for nicotine and cannabis consumption"

### **CURB's Innovative Inhalation Device Microsphere Optimization Technology**

- Non-heating, inhalation device uses ultrasonic vibrations to create a fine mist, ensuring maximum absorption without high temperatures
- 100% water-soluble formulations ensure a cleaner, safer product
- Limited health risks from exposure to harmful chemicals
- Preserves the integrity of active compounds
- Provides a superior user experience
- Designed with sustainability in mind, minimizing environmental impact

### **About CURB Lifestyle, Inc.**

CURB Lifestyle is at the forefront of wellness innovation, specializing in the development of advanced inhalation systems designed to optimize hydration, nutrition, and recovery. Using patented, non-heating atomization technology, CURB converts active ingredients into water-soluble formulations that are delivered via fine mist for rapid absorption. CURB's versatile inhalation devices are designed to safely and effectively deliver a wide range of compounds, including wellness agents, nicotine, and cannabinoids, without the risks associated with traditional heating methods. With a focus on creating healthier, more sustainable solutions, CURB serves multiple markets including health and wellness, fitness, and recreational sectors. Through its cutting-edge technology, CURB aims to revolutionize how consumers experience and integrate wellness into their daily lives.

For more information about CURB, please visit <https://www.curbliving.com/>

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

Founded in 2005, Greenlane is a premier global platform for the development and distribution of premium smoking accessories, vape devices, and lifestyle products to thousands of producers, processors, specialty retailers, smoke shops, convenience stores, and retail consumers. We operate as a powerful family of brands, third-party brand

accelerator, and an omnichannel distribution platform.

We proudly offer our own diverse brand portfolio and our exclusively licensed Marley Natural and K.Haring branded products. We also offer a carefully curated set of third-party products through our direct sales channels and our proprietary, owned and operated e-commerce platforms which include [Vapor.com](https://vapor.com), [PuffitUp.com](https://puffitup.com), [HigherStandards.com](https://higherstandards.com), [wholesale.greenlane.com](https://wholesale.greenlane.com) and [MarleyNaturalShop.com](https://marleynaturalshop.com).

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### **Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 concerning Greenlane and other matters. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements. In some cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "targets," "projects," "contemplates," "believes," "estimates," "predicts," "potential" or "continue" or the negative of these terms or other similar expressions. The forward-looking statements in this press release are only predictions. Greenlane has based these forward-looking statements largely on its current expectations and projections about future events and financial trends that it believes may affect its business, financial condition and results of operations. Forward-looking statements involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. You should carefully consider the risks and uncertainties that affect our business, including those described in our filings with the Securities and Exchange Commission ("SEC"), including under the caption "Risk Factors" in Greenlane's Annual Report on Form 10-K filed for the year ended December 31, 2023 and the Company's other filings with the SEC, which can be obtained on the SEC website at [www.sec.gov](http://www.sec.gov). These forward-looking statements speak only as of the date of this communication. Except as required by applicable law, we do not plan to publicly update or revise any forward-looking statements, whether as a result of any new information, future events or otherwise. You are advised, however, to consult any further disclosures we make on related subjects in our public announcements and filings with the SEC.

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