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Greenlane Launches New Enhanced Wholesale Shopping Experience

BOCA RATON, FL / ACCESSWIRE / September 20, 2022 /Greenlane Holdings, Inc. ("Greenlane" or the "Company") (NASDAQ:GNLN), one of the largest global sellers of premium cannabis accessories, child-resistant packaging, and specialty vaporization products, today announced the launch of a new enhanced wholesale shopping experience at wholesale.greenlane.com. The new site allows customers 24/7 access to purchase thousands of products from both Greenlane-owned brands such as Higher Standards, DaVinci Vaporizers, and K. Haring, and third-party brands including Gresco Science, Storz & Bickel, and VIBES.

The wholesale website is a key initiative aligned with Greenlane's growth strategy that will help increase sales and profitability, while improving business efficiency and scalability. Customers will benefit from a improved user experience that features an easy-to-use layout to streamline processes and allows customers to interact with Greenlane at their convenience.

With the website at their fingertips, customers have more control and convenience including the ability to submit orders and re-orders, quickly access online purchase history and account preferences, see real-time shipping rates, and be notified when items are back in stock.

"Greenlane is proud of the efforts put forth to bring this website and new customer shopping experience to reality," said Craig Snyder, President of Greenlane. "Providing customers control of their experience allows them to interact with our catalog and products at their convenience to give them a more efficient and enhanced process. Greenlane looks forward to continuing to provide the highest-quality customer service, and this B2B website is another example of our commitment to our customers and their continued success."

About Greenlane Holdings, Inc.

Greenlane is the premier global platform for the development and distribution of premium cannabis accessories, packaging, vape solutions, and lifestyle products. We operate as a powerful family of brands, third-party brand accelerator, and omni-channel distribution platform, providing unparalleled product quality, customer service, compliance knowledge, and operations and logistics to accelerate our customers' growth.

As a pioneer in the cannabis space, Greenlane has an incredible acumen for detecting opportunities in the marketplace. We proudly own and operate a diverse brand portfolio including DaVinci Vaporizers, Pollen Gear™, Higher Standards, Groove, and Eyce. Additionally, Greenlane strategically partners with leading multi-state operators, licensed producers, and brands, such as Storz & Bickel (Canopy-owned), Gresco Science, VIBES, and CCELL, to develop and distribute innovative and high-quality products.

Founded in 2005, Greenlane serves an expansive customer base comprised of thousands of retail locations, including licensed cannabis dispensaries, smoke shops, and specialty retailers. Greenlane also owns and operates 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/>.

Forward Looking Statements

Certain matters within this press release are discussed using forward-looking language as specified in the Private Securities Litigation Reform Act of 1995, and, as such, may involve known and unknown risks, uncertainties and other factors that may cause the actual results or performance to differ from those projected in the forward-looking statements. These forward-looking statements include, among others, statements relating to: the current and future performance of the Company's business, including the achievement of profitability; expected benefits from the Company's new wholesale shopping portal, including increased sales, efficiency and scalability of the Company's business; and the Company's financial outlook and expectations. For a description of factors that may cause the Company's actual results or performance to differ from its forward-looking statements, please review the information under the heading "Risk Factors" included in the Company's most recent Annual Report on Form 10-K for the year ended December 31, 2021, the Company's Quarterly Report on Form 10-Q for the quarterly period ended June 30, 2022, and the Company's other filings with the SEC, which are accessible on the SEC's website at www.sec.gov. Undue reliance should not be placed on the forward-looking statements in this press release, which are based on information available to Greenlane on the date hereof. Greenlane undertakes no duty to update this information unless required by law.

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