

March 10, 2025



# Greenlane Names Cannabis Creative Group as New Digital Marketing Agency

***Award-winning Cannabis Creative Group to launch integrated digital marketing, and new media concepts to drive revenue and growth***

**BOCA RATON, FL / [ACCESS Newswire](#) / March 10, 2025** /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 the selection of Cannabis Creative Group, a division of CHAMP Digital is an award-winning digital marketing agency specializing in Cannabis and CBD. Headquartered in Boston, Cannabis Creative Group has client partnerships across North America, Mexico, and Europe.

"We are thrilled to bring Cannabis Creative Group on board as our digital marketing agency. We are impressed with their people, their marketing thought leadership and their expertise in full-funnel planning, execution and measurement capabilities for the cannabis industry. We know they are going to help drive our business forward by reaching and engaging our customers in compelling and innovative ways," said Barbara Sher, Chief Executive Officer for Greenlane.

Sher added, "This past year we've been retooling and reshaping our business to scale new heights. In the year ahead, you'll see our B2B brands roll out a product strategy that is deeply intertwined with marketing allowing us to reach customers in new, surprising ways to reintroduce our iconic brands."

Greenlane continues to push forward to be a best-in-class marketing organization, acknowledging that agency partners play a pivotal role in that journey. As Greenlane expands its capabilities to deepen connections in a diverse customer and product landscape, CCG is expected to play an integral role in connecting customers with the brand through its omnichannel media solutions. CHAMP and CCG have a robust and long-standing client-base within the cannabis industry, food & beverage, boating, jewelry, and travel/tourism, making them a strong partner in Greenlane's growth.

"We are excited to collaborate with Greenlane during this time of growth and expansion," says Seth Worby, CEO of Cannabis Creative Group & CHAMP Digital. With decades of experience in digital marketing, Cannabis Creative Group's team of creative and data-driven marketing professionals work with publicly traded cannabis companies, multi-state operators, CPG brands and ancillary businesses. Ranked as one of the top cannabis digital marketing agencies in the U.S by Strain Insider, Cannabis Creative Group has taken home numerous Hermes Creative Awards for E-commerce, Web Design, Web Development, Digital Advertising and Creative Design.

**[About Cannabis Creative Group | Digital Marketing Agency](#)**

Cannabis Creative Group , a division of CHAMP Digital is an award-winning digital marketing agency specializing in Cannabis and CBD. Headquartered in the Boston area, Cannabis Creative Group has client partnerships in 22+ U.S states, Canada, Mexico, and Europe. Our goal is to support clients to expand their market share and grow their business through creative digital marketing campaigns. With decades of experience in digital marketing, the Cannabis Creative Group team of creative professionals work with publicly traded cannabis companies, multi-state operators, hemp & THC brands, and ancillary businesses. Ranked as one of the top 25 cannabis digital marketing agencies in the U.S by Strain Insider, Cannabis Creative Group also took home the 2020 Hermes Creative Award for CBD E-commerce Web Design and Development, as well as the Web Marketing Association award in 2021 for Advertising Online for a CBD Consumer Brand.

### **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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**SOURCE:** Greenlane Holdings, Inc.

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