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TILT Holdings Launches Rebranding Campaign With New Website to Reflect Renewed Focus and Strategy

CAMBRIDGE, Mass.--(BUSINESS WIRE)-- [TILT Holdings Inc.](#) (“TILT” or the “Company”) (CSE: [TILT](#)) (OTCQB: [TLLTF](#)), a foundational technology cannabis platform comprised of assets to support brands worldwide, announced today the launch of the Company’s rebrand that includes a newly redesigned website highlighting their renewed business focus.

The website redesign offers a clean and easy-to-understand platform, allowing visitors to easily navigate through the Company’s subsidiaries while reflecting the overall Company’s vision and capabilities. The redesigned site focuses on essential information regarding the Company’s core assets, including: (i) its renewed focus on the Software & Services divisions, including vaporization hardware company Jupiter Research, LLC (“Jupiter”) and distribution and software platforms Blackbird Logistics Corporation (“Blackbird”) and Baker Technologies Inc. (“Baker”); (ii) a company overview for investors; and (iii) highlights of TILT’s most recent press including secured media coverage and press releases issued by the Company. The website was designed to provide a clean look to the brand and express that TILT is a holdings company that is dedicated to supporting the growth of the regulated cannabis industry through innovation.

“The launch of this rebrand is symbolic of the recent organizational changes we have implemented that simplify our approach and focuses on our core capacities,” said Mark Scatterday, Interim CEO of TILT. “We felt our previous messaging was not highlighting the areas in which we are not only succeeding but leading the industry. Our B2B and supply and service assets are really shining. We are uniquely positioned as category leaders in not one but three industry segments: vaporization hardware, distribution, and software. This is in addition to our plant-touching and retail assets, which allow us a deeper understanding of the full supply chain to best serve our customers. We are proud of our high-caliber subsidiary brands through which we are powering the industry and believe that our new brand complements our vision moving forward.”

The website and logo announcement comes shortly after TILT announced the new OTCQB ticker symbol of ‘TLLTF’, which was an effort to make it easier for shareholders and prospective investors to find and follow the Company.

To learn more about TILT Holdings, Inc. visit www.tiltholdings.com.

About TILT

TILT Holdings serves cannabis brands worldwide through a strong network of portfolio companies committed to technological innovations that support long-term success. TILT services more than 2,000 brands and cannabis retailers across 33 states in the U.S., as well

as in Canada, Israel, Mexico, South America and the European Union. As a market leader in cannabis technology and related products and services, the Company's core assets include wholly-owned subsidiaries Jupiter, a company that focuses on the vast potential of inhalation through innovative design, development and manufacturing; Blackbird, a company that provides operations and software solutions for wholesale and retail distribution; and Baker, a CRM platform helping dispensaries grow their business. The Company also owns cannabis operations in states including Massachusetts, led by Commonwealth Alternative Care, Inc.; and in Pennsylvania, led by Standard Farms, LLC. Headquartered in Cambridge, Massachusetts, with offices throughout the U.S., and London, TILT has over 400 employees and has sales in the U.S., Canada and Europe. For more information, visit www.tiltholdings.com.

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