

February 4, 2021



# TILT Holdings Inc. Announces Exclusive Contract to Manufacture and Distribute Her Highness NYC Branded Products in Massachusetts

Dedicated to Delivering Experiences that Elevate and Celebrate Women, Her Highness NYC is a Female-Owned, Premium Cannabis Brand with a Portfolio of Products Inspired and Engineered by Women for Women

In Partnership with TILT's Subsidiary, Commonwealth Alternative Care, Her Highness' Launch in Massachusetts will include their Last Prisoner Project Single Pre-Rolls, with a Portion of the Proceeds Benefiting Women Imprisoned for Minor Cannabis Charges

PHOENIX, Feb. 04, 2021 (GLOBE NEWSWIRE) -- [TILT Holdings Inc.](#) ("TILT" or the "Company") ([CSE: TILT](#)) ([OTCQX: TLLTF](#)), a provider of business solutions to the global cannabis industry that includes inhalation technologies, cultivation, manufacturing, processing, brand development and retail, is pleased to announce its exclusive contract with [Her Highness NYC](#) ("Her Highness"), the premier purveyors of female-forward cannabis couture products inspired and engineered by women. Through its subsidiary, [Commonwealth Alternative Care](#) ("CAC"), TILT will manufacture and distribute Her Highness branded products in the state of Massachusetts.

This March, in celebration of [Women's History Month](#), CAC will partner with Her Highness to bring THC versions of their brand favorites to the Massachusetts market, including:

- [Last Prisoner Project Single Pre-Rolls](#) – a pre-roll line where 50% of the proceeds are donated to support women imprisoned for non-violent cannabis offenses;
- [Power Puffs Kief Pre-Rolls](#) – a four-pack of four kief-laced pre-rolls packaged together with Her Highness' chic, electroplated refillable gold lighter; and
- [Pleasure Oil](#) – an ultra-premium cannabis female arousal oil.

"Allison and Laura have done an amazing job destigmatizing cannabis for women and supporting women displaced by cannabis offenses while building one of the most powerful, female-forward cannabis brands in the world," [said TILT's President Gary Santo](#). "Her Highness is a natural fit for our growth strategy of bringing new and differentiated products to our retail network through partnerships with premium brands that allow them to cost-effectively scale in the markets we serve by accessing our cultivation, manufacturing and processing expertise, and extensive distribution network. We are proud to have been chosen as Her Highness' partner to bring their cannabis line to Massachusetts."

"We chose TILT because of their dedication to delivering high-quality cannabis products to market through their robust distribution network, as well as their expertise in supply-chain

management and willingness to provide partner transparency,” said Her Highness Co-Founder and Co-CEO Laura Eisman. “We are confident in TILT’s ability to produce products and product innovations that are painstakingly crafted to meet our brand identity specifications in Massachusetts and beyond.”

Added Her Highness Co-Founder and Co-CEO Allison Krongard, “As a New York-based brand, we could not be more thrilled and honored to bring our cannabis collection home to the East Coast. Our CBD line and smoking accessories have helped us foster a local customer base who are hotly anticipating our entrance into these medical and recreational markets.”

To learn more about TILT, Her Highness and the Last Prisoner Project, visit [www.tiltholdings.com](http://www.tiltholdings.com), [www.herhighness.com](http://www.herhighness.com), and [www.lastprisonerproject.org](http://www.lastprisonerproject.org).

### **About TILT**

TILT helps cannabis businesses build brands. Through a portfolio of companies providing technology, hardware, cultivation and production, TILT services brands and cannabis retailers across 35 states in the U.S., as well as Canada, Israel, Mexico, South America and the European Union. TILT’s core businesses include Jupiter, a wholly owned subsidiary and leader in the vaporization segment focused on hardware design, research, development and manufacturing; and cannabis operations Commonwealth Alternative Care, Inc. in Massachusetts and Standard Farms, LLC in Pennsylvania. TILT is headquartered in Phoenix, Arizona. For more information, visit [www.tiltholdings.com](http://www.tiltholdings.com).

### **About Her Highness**

Backed by Merida Capital, Her Highness is a female-first lifestyle cannabis brand based in New York, designed for the modern cannabis consumer. With an elevated brand aesthetic, a sophisticated collection of cannabis and CBD products and stylish consumption accessories, Her Highness is created for the feminine lifestyle. Her Highness’ accessories and CBD line retails online with their THC line available in California, Nevada and soon, Massachusetts, Pennsylvania and Ohio. Curated with female-friendly effects like clear head, sans-munchies, anxiety-free and high-functioning, Her Highness products are developed to benefit women, addressing specific needs in their daily lives. To learn more about Her Highness’ elevated experience, visit [www.herhighness.com](http://www.herhighness.com) and follow along on Instagram and Twitter at @herhighnessnyc.

### **Forward-Looking Information**

This news release contains forward-looking information based on current expectations. Forward-looking information is provided for the purpose of presenting information about management’s current expectations and plans relating to the future and readers are cautioned that such statements may not be appropriate for other purposes. Forward looking information may include, without limitation, CAC’s ability to successfully manufacture and distribute Her Highness products in Massachusetts, the success of TILT’s brand strategy, the anticipated growth of worldwide medical cannabis markets, the opinions or beliefs of management, prospects, opportunities, priorities, targets, goals, ongoing objectives, milestones, strategies and outlook of TILT, and includes statements about, among other things, future developments, the future operations, strengths and strategy of TILT. Generally, forward looking information can be identified by the use of forward-looking terminology such as “plans”, “expects” or “does not expect”, “is expected”, “budget”, “scheduled”, “estimates”, “forecasts”, “intends”, “anticipates” or “does not anticipate”, or “believes”, or variations of

such words and phrases or state that certain actions, events or results “may”, “could”, “would”, “might” or “will be taken”, “occur” or “be achieved”. These statements should not be read as guarantees of future performance or results. These statements are based upon certain material factors, assumptions and analyses that were applied in drawing a conclusion or making a forecast or projection, including TILT’s experience and perceptions of historical trends, the ability of TILT to maximize shareholder value, current conditions and expected future developments, as well as other factors that are believed to be reasonable in the circumstances.

Although such statements are based on management’s reasonable assumptions at the date such statements are made, there can be no assurance that it will be completed on the terms described above and that such forward-looking information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such forward-looking information. Accordingly, readers should not place undue reliance on the forward-looking information. TILT assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by applicable law.

By its nature, forward-looking information is subject to risks and uncertainties, and there are a variety of material factors, many of which are beyond the control of TILT, and that may cause actual outcomes to differ materially from those discussed in the forward-looking statements.

For additional information regarding forward-looking statements and their related risks, please refer to the “Risk Factors and Uncertainties” section in the Management Discussion and Analysis of the Company for the quarter ended on September 30, 2020, which is available on the Company’s SEDAR profile at [www.sedar.com](http://www.sedar.com).

The CSE has neither approved nor disapproved the contents of this news release.

**Investor Relations Contact:**

Taylor Allison

[investors@tiltholdings.com](mailto:investors@tiltholdings.com)

**Media Contact:**

Ellen Mellody

[Ellen@mattio.com](mailto:Ellen@mattio.com)

570-209-2947

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Source: TILT Holdings Inc.