

March 5, 2021



# TILT Holdings Inc. Announces the Launch of Her Highness NYC Branded THC Products in Massachusetts Market Within 30 Days of Contract Signing

**Her Highness NYC, a Female-Owned, Premium Cannabis Brand, Is Now Available for Purchase at Select Dispensaries Across Massachusetts**

PHOENIX, March 05, 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, distribution and retail, is pleased to announce the launch of [Her Highness NYC](#) ("Her Highness") branded THC products in Massachusetts. The Company previously announced the signing of [an exclusive manufacturing and distribution contract](#) with the provider of the female-forward cannabis couture products inspired and engineered by women on February 4, 2021. Her Highness products are being manufactured and distributed by TILT's wholly owned subsidiary, [Commonwealth Alternative Care, Inc.](#) ("CAC"), located in Taunton.

"Going from contract to launch in 30 days with a brand new product line is a testament to our cultivation, manufacturing and distribution capabilities, as well as our expertise in managing complex supply chains," [said TILT's President Gary Santo](#). "I challenged our team to meet that deadline and could not be prouder of the hard work, dedication and innovation each and every person showed in making this happen. As a key aspect of our growth strategy, we expect TILT to continue to bring new, dynamic products to the markets we serve as we continue to create partnerships with premium brands."

"We are very impressed by the professionalism and expertise TILT has provided as our partner," said Her Highness Co-Founder and Co-CEO Allison Krongard. "The speed at which they have brought us to market is the quickest we have experienced. We are excited to work with TILT to expand our product offerings throughout Massachusetts and look forward to expanding our partnership to bring Her Highness products to additional markets."

"Our mission has always been to deliver female-forward cannabis couture, and with TILT Holdings, we're one step closer to bringing that vision throughout the US," comments Her Highness Co-CEO and Co-Founder Laura Eisman. "We know TILT will carry our vision and mission by precisely crafting and distributing our products."

Patients and customers can now purchase a suite of Her Highness products, including [Last Prisoner Project Single Pre-Rolls](#), [Power Puffs Kief Pre-Rolls](#) and [Pleasure Oil](#), at a growing number of dispensaries state wide. Her Highness Products are also available at [CAC's](#)

[Taunton medical dispensary.](#)

For more information, visit <https://www.tiltholdings.com> and <https://www.commonwealthaltcare.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 Research, LLC , a wholly owned subsidiary and leader in the vaporization segment focused on hardware design research and manufacturing; and cannabis operations CAC in Massachusetts and Standard Farms, LLC in Pennsylvania. For more information, visit [www.tiltholdings.com](http://www.tiltholdings.com)

### **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.

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