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TILT Holdings Announces CMW Media as Strategic Communications Firm

Engagement highlights TILT's renewed focus on corporate communication

CAMBRIDGE, Mass.--(BUSINESS WIRE)-- [TILT Holdings Inc.](#) ("TILT" or the "Company") (CSE: TILT) (OTCQB: SVVTF), a vertically integrated infrastructure and technology cannabis company, announced today its partnership with [CMW Media](#), a creative and public relations agency specializing in cannabis, cannabidiol (CBD) health and wellness, and emerging markets.

This decision is part of TILT's ongoing efforts to bring national recognition to the Company's subsidiaries and better enhance communication and provide transparency through more regular media coverage. Additionally, CMW Media will position TILT as a company dedicated to providing value to all cannabis retailers through hardware, infrastructure, technology, and more.

CMW Media will help develop a consistent stream of integrated communications and media campaigns to the overall awareness of TILT and the Company's comprehensive footprint throughout the cannabis industry. For interested partners, CMW Media will bring recognition to TILT's portfolio of leading cannabis companies and brands, which deliver an unmatched vertical cannabis solution to help accelerate growth across North America.

"From an operational and functionality standpoint, TILT is positioned better and stronger than we've ever been, and we want the world to know it," said Mark Scatterday, Interim CEO of TILT Holdings Inc. "Our goal through the partnership with CMW Media is to educate the public on TILT's ongoing successes and bring light to our subsidiary businesses through executed media campaigns and storytelling that demonstrates what sets us apart from everyone else in the industry."

CMW Media will execute a public relations strategy to tell the accurate TILT story: a company with a diversified asset base, talented team members in each business unit and positioned for profitability later this year. Additionally, the firm will increase public knowledge of TILT by gaining national and regional media attention for the Company. This will be done by focusing on the strength of the Company's subsidiaries, which include leading hardware, software, distribution and vertical assets across the country. CMW Media will also bring attention to the expertise and knowledge of TILT's executive team by positioning them as leaders in the cannabis and technology industries.

"The opportunity to partner with TILT Holdings is a major accomplishment for our company and meets our everlasting goal to work with businesses that are providing real, impactful solutions for the cannabis industry," said Andrew Hard, CEO of CMW Media. "We are excited to hit the ground running alongside TILT's impressive, renewed executive team and to share with the cannabis industry and beyond what this impressive company has

accomplished and their goals for the future.”

To learn more about TILT Holdings Inc. please visit www.tiltholdings.com. For more information about CMW Media, please visit www.cmwmedia.com.

About TILT

TILT is a leading provider of products and services to businesses operating in the cannabis industry. The Company offers the contract manufacturing of marijuana in a variety of form factors, vaporizer and inhalation devices, business and consumer delivery services and a broad suite of software products for over 1,500 retailers and brands throughout the United States (“U.S.”), Canada and Europe. The majority of TILT’s products are customized to client specifications and branding, all enabling them to operate their businesses more efficiently and connect with their customers more effectively. The Company is organized in three main business units, Cultivation & Production, Software & Services and Consumer Devices & Packaged Goods, designed to augment competencies across the organization in research, manufacturing, packaging and technology to deliver end-to-end services and customer solutions. All of TILT’s products are supported by an extensive research process led by scientists and engineers, using data analytics and discovery to produce new products helping shape the industry. Headquartered in Cambridge, MA, with offices throughout the U.S., Toronto and London, TILT has over 500 employees and has sales in 40 U.S. states, Canada and Europe. For more information, please visit www.tiltholdings.com.

About CMW Media

CMW Media is a fast-growing, full-service public relations firm specializing in promoting innovative businesses from a broad spectrum of industries. Based in San Diego, our clients range from publicly traded companies to those in emerging markets — including the global cannabis industry. We are award-winning industry leaders and producers whose inherent talent is capturing messages worldwide and educating the public. For more information, visit the Company’s website at www.CMWMedia.com or connect on social media: [Facebook](#), [Instagram](#), [Twitter](#).

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Joel Milton
SVP of Business Development
Phone: (303) 872-7255

Investor Contact:

Scott Van Winkle
ICR
Phone: 617-956-6736
investors@tiltholdings.com

Media Contact:

Kathleen Gonzales
CMW Media
Phone: (619) 368-2701

kathleen@cmwmedia.com

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