

GrowGeneration Acquires Order Junky, A Digital B2B Ordering, CRM And Sales Platform

Platform Designed to Connect Lead Generation, CRM, Quoting, Pricing, Freight and Order Processing; Integration into GrowGen Sales Operations Planned for 2027

DENVER, Oct. 08, 2026 (GLOBE NEWSWIRE) -- **GrowGeneration Corp. (NASDAQ: GRWG)** ("GrowGeneration," "GrowGen" or "the Company"), one of the nation's largest suppliers of specialty products for controlled environment agriculture (CEA), commercial cultivation, and garden centers, today announced it has completed the acquisition of certain assets of Order Junky, a digital B2B ordering, CRM and sales platform, which the Company expects to integrate into its commercial sales operations in 2027.

Building an Integrated Transactional Sales Platform

This acquisition supports GrowGen's strategic transformation into a commercial, proprietary-brand-driven business. Order Junky's platform is designed to streamline commercial sales organization by connecting the major components of the sales process, including lead generation and customer relationship management, throughout quoting, pricing, freight calculation, order processing and ongoing account management. Once integrated and deployed, the tools can help customers transact with GrowGen quicker and more cost-efficiently, enabling GrowGen to generate, manage and close business more quickly.

"Adding Order Junky's innovative platform directly into GrowGen's existing infrastructure simplifies the path from lead to order," said Darren Lampert, Chief Executive Officer and Co-Founder of GrowGeneration. "GrowGen already has the customers, sales organization, product portfolio, proprietary brands and distribution organization. Now with these expanded technology capabilities, our goal is to build a more efficient, scalable and customer-centric commercial sales structure to accelerate our growth."

The acquisition also includes AI sales enablement and automation capabilities. GrowGen intends to evaluate these capabilities and where appropriate, test and deploy them at selected points within its commercial sales workflow. During the remainder of 2026, the Company expects to focus on evaluating the Order Junky platform and planning its integration, and currently expects to begin deploying the acquired technology into its existing technology stack and commercial sales infrastructure in 2027.

"Our vision is to create a more unified transactional platform around the salesperson and the customer," said Michael Salaman, President and Co-Founder of GrowGeneration. "Lead generation, CRM, quoting, pricing, freight and ordering should work together as a more seamless process. Our focus for the rest of 2026 will be on integrating the Order Junky

platform within our existing systems, with deployment expected in 2027. During the remainder of 2026, we will also evaluate where AI-enabled capabilities can most effectively improve the sales process.”

Experienced Hydroponic Industry Leadership

In connection with the transaction, John Paul, founder of Order Junky, has joined GrowGeneration as Vice President of Inside Sales & Digital Commerce and will lead the continued development, integration and deployment of the platform, as well as GrowGen’s inside sales capabilities.

John Paul brings extensive experience across the hydroponic and commercial cultivation industries. His experience across hydroponic distribution, commercial cultivation, construction, services and technology contributed to the development of Order Junky and its focus on simplifying complex commercial transactions. Earlier in his career, he held positions with Hydrofarm and Sunlight Supply, which included working directly with hydroponic retailers, commercial cultivators and manufacturers. He later founded and developed businesses serving commercial cultivation through equipment distribution, staffing, facility construction and related services.

“I’ve spent much of my career working with growers, manufacturers, distributors and hydroponic businesses and seen firsthand how fragmented the commercial purchasing process can be,” said John Paul, Vice President of Inside Sales & Digital Commerce at GrowGeneration. “Order Junky was specifically built to address that problem. Combining the platform with GrowGen’s commercial sales organization, product portfolio, distribution capabilities and customer base gives us an opportunity to develop a much more efficient way for customers to do business.”

About GrowGeneration Corp:

GrowGen is one of the nation’s largest suppliers of specialty products for controlled environment agriculture (CEA), commercial cultivation, and garden centers. GrowGen carries and sells thousands of products, such as nutrients, additives, growing media, lighting, environmental control systems, and benching and racking, including proprietary brands such as Char Coir, Drip Hydro, Power Si, Ion lights, The Harvest Company, and more. The Company also operates an online superstore for cultivators at growgeneration.com, as well as a wholesale business for resellers, and a benching, racking, and storage solutions business, MMI Storage Solutions.

To be added to the GrowGeneration email distribution list, please email GrowGen@kcsa.com with GRWG in the subject line.

Forward Looking Statements

This press release may include predictions, estimates or other information that might be considered forward-looking within the meaning of applicable securities laws. While these forward-looking statements represent current judgments, they are subject to risks and uncertainties that could cause actual results to differ materially. You are cautioned not to place undue reliance on these forward-looking statements, which reflect opinions only as of the date of this release. Please keep in mind that the Company does not have an obligation

to revise or publicly release the results of any revision to these forward-looking statements in light of new information or future events. When used herein, words such as “look forward,” “expect,” “believe,” “anticipate,” “estimate,” “intend,” “plan,” “goal,” “can,” or variations of such words and similar expressions are intended to identify forward-looking statements. Forward-looking statements in this press release include, among others, statements regarding the expected timing, scope and benefits of integrating the Order Junky platform and related personnel, the evaluation and potential deployment of AI-enabled capabilities, and the anticipated impact of the acquisition on the Company’s commercial sales operations and financial results. Risks and uncertainties relating to these statements include that integration may take longer, cost more or be more difficult than expected; that the platform may not perform as anticipated within the Company’s systems; and that the anticipated benefits of the acquisition may not be realized in full or at all. Factors that could cause actual results to differ materially from those contemplated in any forward-looking statements made by us herein are often discussed in filings made with the United States Securities and Exchange Commission, available at: www.sec.gov, and on the Company’s website, at: www.growgeneration.com.

Investor Relations:

KCSA Strategic Communications
Philip Carlson, Managing Director
T: 212-896-1233
GrowGen@KCSA.com



Source: GrowGeneration Corp.