

Leading U.S. Cannabis Edibles Company Celebrates 4/20 by Launching "Go Green"

Dixie Brands Partners with One Tree Planted for 4/20 and Unveils Brand Commitment to a More Sustainable Future

DENVER, CO, April 10, 2019 /CNW/ - Today, [Dixie Brands](#) (CSE: DIXI.U), (OTC: DXBRF), (Frankfurt: 0QV), a leading cannabis edibles provider in the U.S., announced the launch of "[GO GREEN](#)," a brand commitment to transition Dixie towards a more sustainable and environmentally-friendly future. Dixie has been perfecting the art and science of crafting quality infused-cannabis products for nearly a decade and at the heart of every award-winning product is a deep rooted passion for and belief in the power of the plant; that's why, timed to 4/20, Dixie is proud to announce a company-wide promise to be better stewards of the earth.



In celebration of 4/20, Dixie Brands is announcing a commitment to GO GREEN by transitioning its business towards a more sustainable and environmentally-friendly future. (CNW Group/Dixie Brands, Inc.)

Dixie will kick off "GO GREEN" by partnering with [One Tree Planted](#), a nonprofit that works with reforestation organizations around the world to get trees in the ground in order to help with forest fire recovery, expanding wildlife habitats, improving watershed health, and providing a social impact to local communities. To support the organization's mission and to help offset its carbon footprint, Dixie will donate \$1.00¹ from every Dixie Brands product purchased on 4/20. For every \$1.00 Dixie donates, One Tree Planted will plant one tree in North America.

"We recognize that we rely heavily on Mother Nature to create our award-winning products, and we have a responsibility to take care of her if we want future generations to continue to benefit from her resources," said Chuck Smith, CEO of Dixie Brands. "4/20 is always a very exciting time for our category, and this year we're thrilled to launch our GO GREEN commitment in partnership with One Tree Planted to execute a tangible and immediate program that allows us to begin offsetting our carbon footprint right now, while inviting consumers to get involved right alongside us."

Beyond 4/20, 'going green' will remain a top priority for Dixie as the company vows to become Clean Green Certified for its facility by 2020 and helping partners to do the same. Dixie will also purposefully review and revise packaging to ensure at least Class One Recyclability for products

and plans to phase out non "green" packaging manufactured in all Dixie facilities in the future². Additionally, Dixie will implement a new company-funded employee volunteer program, providing employees with the opportunity to give back and support the environment with the brand's full support.

"The cannabis industry as a whole is growing at a rapid pace, and as a pioneer in CPG cannabis, we believe the industry must do better to protect the environment," said Smith. "It's time to shine a spotlight on this important industry-wide issue and lead by example in implementing sustainable business practices. We believe it's about looking forward, being responsible and conscientious as it relates to our environmental impact, and encouraging others to do the same."

Dixie expects to open six more facilities across the U.S. in 2019, including the newest operation in Michigan which was announced last month. As the business expands its footprint, both nationally and internationally, Dixie is also committing to updating and building eco-friendly facilities that include:

- Transitioning all light fixtures to LED
- Closing production facilities one day each week to conserve energy
- Providing a \$500 annual credit to employees that have electric cars

Since 2010, Dixie has been a trailblazer in the cannabis category, creating safe and delicious THC and CBD-infused products for its customers to enjoy. Known for its award-winning portfolio of handcrafted products with pure-extracted THC, Dixie is the trusted source for innovative, safe and effective cannabis edibles. Those interested in learning more about how to "GO GREEN" alongside Dixie can visit www.dixiebrands.com/gogreen.

ABOUT DIXIE BRANDS, INC

Dixie Brands Inc., through its licensed partners, has been formulating award-winning THC and CBD-infused products since 2009. Currently operating in five U.S. states, the Company is expecting to double its manufacturing and distribution capabilities in 2019 in the U.S. as well as expand internationally, including Canada and Latin America. Dixie leads the global industry in the development, packaging design, product innovation and quality control for the commercial production of cannabis infused products. While the Company started with a single flagship product, the Dixie Elixir (a THC-infused soda), it is now one of the industry's most recognized consumer brands, expanding to over 100 products across more than 15 different product categories representing the industry's finest edibles, tinctures, topicals and connoisseur grade extractions, as well as world-class CBD-infused wellness products and pet dietary supplements. Dixie's executive team has been instrumental in the formation of the marijuana industry for recreational and medicinal use, serving as founding members on several national regulatory and business-oriented industry organizations. To find out more about Dixie's innovative products, or about how Dixie is building the future of cannabis, visit www.dixiebrands.com

¹Maximum donation \$25,000

²Within the confines of the industry

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