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Irwin Naturals Unleashes Trio of Cannabis Tinctures in Golden State

LOS ANGELES, July 28, 2023 (GLOBE NEWSWIRE) -- **Irwin Naturals Inc. (CSE: IWIN) (OTC: IWINF) (FRA: 97X)** ("Irwin" or the "Company") a leading innovator in natural health products, is catapulting into the California cannabis market with its line of Power to Sleep, Get Lit, and Balance tinctures through a licensing and supply agreement with The Hive Laboratory, LLC ("The Hive") as [announced previously](#). Available now for wholesale, these revolutionary products promise to redefine the cannabis experience for Californian dispensaries and their customers alike via The Hive.

This trio is just the beginning of the new, THC-infused chapter for Irwin Naturals. Over the coming months, California will witness a rollout of diverse CBD and THC products, each tailored to meet the nuanced needs of consumers. These will include a unique blend of the company's most popular formulas combined with THC and other cannabinoids in the form of easily consumable capsules.

"We're not just launching products; we're launching a revolution in wellness," said Klee Irwin, founder of Irwin Naturals Cannabis. "Our new tinctures and the upcoming capsules represent our commitment to enhancing personal health through the power of nature, with a focus on quality, variety, and innovation. We can't wait to share the impact of these offerings with the dynamic and discerning California market."

The soon-to-launch Irwin Naturals Cannabis suite will feature tinctures enriched with cannabinoids and hempseed oil, along with capsules fortified with hemp seed oil and medium-chain triglyceride (MCT) oil. Four meticulously crafted, capsule formulations are set to shake the market: Get Lit (THC heavy), Stress Defy + THC & CBD, Balance (1 to 1 CBD & THC), and Power To Sleep + THC & CBN.

Irwin Naturals was founded in 1994 and its best-in-class nutraceuticals have built it into a brand that is now recognized in 80 percent of American households.¹ It has operated profitably for the past 27 years,² and it is now seeking to use the equity and power of that brand in emerging markets like cannabis and psychedelic mental-health clinics.

Irwin Naturals first entered into the cannabis industry in 2018 when it began infusing hemp-based CBD into its herbal supplements available in the United States. This year, it began expanding its brand to products with THC, with the goal of becoming the first household brand to have its products available in all 38 states where cannabis is currently legal. Because cannabis is not legal at the federal level in the United States, Irwin Naturals Cannabis has gone state by state, reaching licensing agreements with cannabis manufacturers. It has already announced agreements in nine US states and in Canada.

About Irwin Naturals

Irwin Naturals has been a household name and best-in-class herbal supplement formulator since 1994. It is now leveraging its brand to enter into both the cannabis and psychedelic industries. On a mission to heal the world with plant medicine, Irwin's growing portfolio of products is available in more than 100,000 retail doors across North America where nearly 100 million people know the Irwin Naturals brand.³ In 2018, the Company first leveraged its brand to expand into the cannabis industry by launching hemp-based CBD products into the mass market. The Company is now leveraging its famous halo of brand trust with an objective to become one of the first household name brands to offer THC-based products and psychedelic mental health treatment. Irwin Naturals became a publicly traded company on the Canadian Securities Exchange (CSE) in August 2021. The Company's shares began to be traded on the OTCQB Venture Market in November 2021. More information on the Company's stock can be found [via Bloomberg](#) as well as the [Wall Street Journal](#).
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Forward-Looking Information

This news release contains certain forward-looking statements that reflect the current views and/or expectations of management of the Company with respect to performance, business and future events. Forward-looking statements can often be identified by words such as "may", "will", "would", "could", "should", "believes", "estimates", "projects", "potential", "expects", "plans", "intends", "anticipates", "targeted", "continues", "forecasts", "designed", "goal", "objective," or the negative of those words or other similar or comparable words. Forward-looking statements are based on the then-current expectations, beliefs, assumptions, estimates and forecasts about the business and the industry and markets in which the Company operates. Forward-looking statements in this news release include statements related to information concerning the ability of the Company to launch the product line referenced herein; the receipt of all necessary approvals, including regulatory approvals; expectations for other economic, market, business and competitive factors; and the Company entering into and continuing to do business in the U.S. cannabis and psychedelics markets. The entrance by the Company into these new business segments are in their preliminary stages and may be subject to approval from the board of directors of the

Company as well as any regulatory approval, including that of the Canadian Securities Exchange. These statements are based on numerous assumptions that are believed by management to be reasonable in the circumstances, and are subject to a number of risks and uncertainties, including without limitation: board and regulatory approval, including the approval of the Canadian Securities Exchange; Irwin being able to acquire and/or enter into business relationships to enter into these new markets; the Company obtaining the required licenses; and changes to regulations and laws regarding cannabis or psychedelics. Further information on the regulatory environment and risks will be contained in future disclosures. Forward-looking statements are subject to a number of known and unknown risks, uncertainties, and other factors that may cause actual results, performance, or achievements to be materially different from that which are expressed or implied by such forward-looking statements. Forward-looking statements are not guarantees of future performance and involve risks, uncertainties, and assumptions which are difficult to predict. Accordingly, readers should not place undue reliance on forward-looking statements and information, which are qualified in their entirety by this cautionary statement. The Company does not undertake any obligation to release publicly any revisions for updating any voluntary forward-looking statements, except as required by applicable securities law.

Neither the CSE nor its Market Regulator (as that term is defined in policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

¹ Consumer brand recognition information is based on a formal Company survey with a sample size of 500 randomly selected adults..

² Under several corporate structures, Klee Irwin has operated the Irwin brand profitably since 1994, as measured by EBITDA adjusted for extraordinary costs.

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Source: Irwin Naturals