

LOWELL FARMS

LOWELL FARMS TAKES THE LEAD AS CALIFORNIA'S LARGEST SELLER OF PACKAGED CANNABIS FLOWER PER HEADSET

Award-winning California cannabis company tops more than 500 statewide competitors in sales, led by premier flower brands Lowell Herb and House Weed

SALINAS, Calif. (February 23, 2022) – California cannabis leader **Lowell Farms Inc.** (CSE:LOWL; OTCQX:LOWLF) achieved an historic milestone in the fourth quarter of 2021, and now enters the year as the largest seller of packaged flower in the state as measured by unit volume. The fourth quarter results show Lowell Farms is No. 1 statewide, driven by sales of its two premier flower brands – Lowell Herb Co and House Weed – and surpassing more than 500 competing brands.

"This is truly exciting news and clearly a response to our commitment to quality and value," says Lowell Farms Chairman of the Board George Allen. "There is passion in every jar that we produce, and we are so incredibly humbled that the efforts of our team have been recognized by the most discerning consumers in the world."

Fourth quarter sales data is based on reported retail sales from analytics company Headset.io and represents aggregated brand data under respective parent companies for retail unit volume. Lowell Farms held a 3.4 percent market share of all packaged flower unit volume sold during the quarter.

"This achievement is purely the result of the investments and commitment that we have made to a portfolio of unique genetics," says Lowell Farms Co-Founder and Chief Executive Officer Mark Ainsworth. "California is a connoisseur market, world-renowned for variety, quality, and value."

"You don't reach this position via Twitter; you get here with a relentless commitment to the consumer. What's all the more impressive is that we got here without any retail footprint to push or favor our products, this is unbiased consumer choice at work."

Lowell Farms' fourth quarter results cap a year of tremendous progress for the company. Among the most notable achievements: the commissioning of a first-of-its-kind 40,000-

square-foot cannabis processing facility in the Salinas Valley, Lowell Farm Services, capable of processing up to 800 pounds of flower daily.

More information about Lowell Farms brands can be found at lowellfarms.com.

ABOUT LOWELL FARMS INC.

Lowell Farms Inc. (CSE:LOWL; OTCQX:LOWLF)(the “Company”) is a California-based cannabis company with advanced production capabilities supporting every step of the supply chain, including cultivation, extraction, manufacturing, brand sales, marketing, and distribution. Lowell Farms grows artisan craft cannabis with a deep love and respect for the plant, and prides itself on using sustainable materials – from seed to sale – to produce an extensive portfolio of award-winning originals, including Lowell Herb Co, House Weed, MOON, and Kaizen, for licensed retailers statewide.

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The forward-looking information contained in this news release represents the expectations of the Company as of the date of this news release and, accordingly, is subject to change after such date. However, the Company expressly disclaims any intention or obligation to update or revise any forward-looking information, whether as a

result of new information, future events or otherwise, except as expressly required by applicable securities law.

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