

**FOR IMMEDIATE RELEASE**



## **LOWELL HERB CO. EXPANDS AWARD-WINNING CANNABIS BRAND WITH ALL-NEW PRODUCTS**

*BIGS premium flower line and Hash-Wrapped Smoke are latest offerings from  
California's No. 1 selling cannabis brand per Headset*

**SALINAS, Calif. – Lowell Herb Co.**, one of the best-selling and most talked-about cannabis brands in the Lowell Farms Inc. (CSE:LOWL; OTCQX:LOWLF) portfolio, is expanding its award-winning product lineup with the debut of its **BIGS** flower line and the all-new **Hash-Wrapped Smoke**.

BIGS encompasses premium flower offerings at 7g, 14g and 28g, an expansion for the brand in the flower category. Each bag of BIGS contains Lowell's finest artisan flower, grown sustainably at the company's mixed-light greenhouse in Monterey County, California.

Simultaneously, Lowell is expanding into the infused pre-roll category with the Hash-Wrapped Smoke, a classic Lowell pre-roll that's been artfully wrapped in premium pressed bubble hash, creating a smooth, bold smoke with every draw.

Both products hit retailer shelves on the heels of Lowell Farms' most recent earnings report, in which the company took the lead as California's largest seller of packaged flower, data is based on reported retail sales from analytics company Headset

– the No. 1 ranking driven by sales of Lowell Herb and House Weed, Lowell Farms premier flower brands.

"With every product innovation, we not only show that we're listening to our consumers, but we're challenging ourselves to grow as a company, and that's something we welcome and embrace," says Lowell Farms Inc. Chairman of The Board, George Allen. "These products that we're introducing are the result of our team's unending commitment to high quality cannabis, and we look forward to seeing them on store shelves."

More information about Lowell Farms, Inc. brands can be found at [lowellfarms.com](http://lowellfarms.com).

### **ABOUT LOWELL HERB CO.**

Lowell Herb Co. is one of the fastest-growing, most talked about cannabis brands in North America. Its signature product, Lowell Smokes, has elevated the perception of cannabis consumption. Lowell Herb Co is part of the extensive Lowell Farms portfolio of award-winning brands. Lowell Farms, a California-based vertically-integrated cannabis company, grows artisan craft cannabis with a deep love and respect for the plant and prides itself on using sustainable materials, from seed to sale. For more information, visit [www.lowellfarms.com](http://www.lowellfarms.com) and follow on Instagram @lowellfarms.

### **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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### **Forward-Looking Information and Statements**

This news release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute "forward-looking statements" within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical

facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved." The forward-looking information and forward-looking statements contained herein may include, but are not limited to, the ability of the Company to successfully achieve its business objectives, including as a result of the described acquisition, and expectations for other economic, business, and/or competitive factors. There can be no assurance that such forward-looking information and statements will prove to be accurate, and actual results and future events could differ materially from those anticipated in such forward-looking information and statements. This forward-looking information and statements reflect the Company's current beliefs and are based on information currently available to the Company and on assumptions the Company believes are reasonable.

Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward-looking information. Such risks and other factors may include, but are not limited to: general business, economic, competitive, political and social uncertainties; general capital market conditions and market prices for securities; operating and development costs; competition; changes in legislation or regulations affecting the Company; the timing and availability of external financing on acceptable terms; the available funds of the Company and the anticipated use of such funds; favorable production levels and outputs; the stability of pricing of cannabis products; the level of demand for cannabis product; the availability of third-party service providers and other inputs for the Company's operations; lack of qualified, skilled labor or loss of key individuals; and risks and delays resulting from the COVID-19 pandemic. A description of additional assumptions used to develop such forward-looking information and a description of additional risk factors that may cause actual results to differ materially from forward-looking information can be found in the Company's disclosure documents, such as the Company's annual information form filed on the SEDAR website at [www.sedar.com](http://www.sedar.com). Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. Readers are cautioned that the foregoing list of factors is not

exhaustive. Readers are further cautioned not to place undue reliance on forward-looking information as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Forward-looking information contained in this news release is expressly qualified by this cautionary statement.

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.

Neither the Canadian Securities Exchange nor its Regulation Service Provider has reviewed, or accepts responsibility for the adequacy or accuracy of, the content of this news release.