



SCHWAZZE TO BRING LOWELL SMOKES TO COLORADO AND NEW MEXICO

Strategic licensing agreement will introduce the iconic brand into dispensaries by Q4 2022

SALINAS, Calif. – Lowell Farms Inc. (CSE:LOWL; OTCQX:LOWLF), a California-born innovator in cannabis cultivation and maker of the legendary brand Lowell Smokes, has partnered with regional growth operator, **Schwazze** (OTCQX: SHWZ) (NEO: SHWZ), to debut its award-winning product exclusively at licensed retail and medical dispensaries in Colorado and New Mexico by the fourth quarter of 2022.

“At Lowell, we celebrate great weed and its journey into the mainstream. No cannabis brand can claim authenticity without the stamp of approval from Coloradans to whom the entire industry owes a debt,” explains Lowell Farms Inc. Chairman of the Board George Allen. “We are excited to enter this fantastic market along with New Mexico with the seasoned team at Schwazze who share our passion for excellence.”

The strategic licensing agreement will see California’s No. 1 selling Lowell Smokes on dispensary shelves state-wide in both markets, including at Schwazze’s three retail banners: Star Buds and Emerald Fields in Colorado and R.Greenleaf in New Mexico.

“The fact that our partnership with Lowell Farms crosses over multiple states is a significant step in the growth of Schwazze. We are very excited to not only feature such a quality brand in our own 33 dispensary store network in Colorado and New Mexico, but also to have exclusive manufacturing and distribution rights for Lowell Smokes on the wholesale market in both states,” says Nirup Krishnamurthy, Chief Operating Officer for Schwazze.

The introduction of the Lowell Farms Inc. brand in these popular and lucrative cannabis markets – [Colorado surpassed \\$2.22 billion in cannabis sales in 2021](#) – continues to elevate the company’s presence beyond its home state of California, following its move into the fast-growing Illinois, Michigan, and Massachusetts cannabis markets in late 2021.

More information about Lowell Farms, Inc. 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.

ABOUT SCHWAZZE

Schwazze (OTCQX:SHWZ, NEO:SHWZ) is building a premier vertically integrated regional cannabis company with assets in Colorado and New Mexico and will continue to take its operating system to other states where it can develop a differentiated regional leadership position. Schwazze is the parent company of a portfolio of leading cannabis businesses and brands spanning seed to sale. The Company is committed to unlocking the full potential of the cannabis plant to improve the human condition. Schwazze is anchored by a high-performance culture that combines customer-centric thinking and data science to test, measure, and drive decisions and outcomes. The Company's leadership team has deep expertise in retailing, wholesaling, and building consumer brands at Fortune 500 companies as well as in the cannabis sector. Schwazze is passionate about making a difference in our communities, promoting diversity and inclusion, and doing our part to incorporate climate-conscious best practices.

Medicine Man Technologies, Inc. was Schwazze's former operating trade name. The corporate entity continues to be named Medicine Man Technologies, Inc. Schwazze derives its name from the pruning technique of a cannabis plant to enhance plant structure and promote healthy growth.

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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

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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 and the Company's Form 10 filed on the SEC website at www.sec.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.