

Ayurcann Secures Manufacturing & Distribution Agreement with NYC Cannabis Brand Her Highness

Company set to be exclusive Canadian distributor for female-focused cannabis brand

Toronto, Ontario--(Newsfile Corp. - August 24, 2021) - Ayurcann Holdings Corp. (CSE: AYUR) (FSE:3ZQ0) (the "**Company**" or "**Ayurcann**") a Canadian cannabis extraction company specializing in the processing of cannabis and hemp for the production of oils and various derivative product, is pleased to announce that it has entered into a manufacturing and distribution agreement with [Her Highness NYC](#) ("Her Highness"), the premier purveyors of female-forward cannabis couture products that are inspired and engineered by women, for women. Under this agreement, Ayurcann will serve as an exclusive manufacturer and distributor of Her Highness branded products for the Canadian adult use market.

Her Highness' accessories and CBD line retails online with their THC line available in California, Nevada, Massachusetts and soon, Colorado, Pennsylvania and Ohio. Their curated collection of cannabis essentials includes low-dose fat-free mints, chic gold electroplated vape pens, proprietary slim, elongated pre-rolls housed in a gold cigarette box with the brand's signature gold lighter, and a coveted THC "pleasure oil" for enhanced pleasure. With an elevated range of thoughtfully reimagined cannabis products for enjoyment and self-care. Her Highness satisfies every woman's cannabis curiosity and craving in a way that's true to her lifestyle and in sync with the way women live and play.

Her Highness co-founders, Laura Eisman and Allison Krongard, noticed a gap in the market and craved a premium cannabis experience that was infused with a sense of play and delivered with style. The duo brought to the table their experience and successes with launching female minded companies and set out to reverse the stigma and create a full-scope lifestyle brand for the canna-curious, experienced users, and CBD advocates.

Her Highness Co-founder Allison Krongard states "We're thrilled to partner with Ayurcann to bring Her Highness products to Canada, a goal since our inception. We knew after our first phone call that we found the right partner. Our shared passion for quality, integrity in products and bringing real joy to women through cannabis, was evident in the first 10 minutes."

"Our partnership with Ayurcann marks Her Highness' first international brand presence, an important milestone in our company's growth trajectory, extending our reach as *the* trusted household name for women and cannabis," adds Laura Eisman Co-founder. "We can't wait to let our Canadian fans know they'll have access to the Her Highness products they covet."

The Chairman and CEO of Ayurcann, Mr. Igal Sudman stated "This new partnership presents a great opportunity to bring another well-recognized and trusted brand to the Canadian market, and we are proud to announce another remarkable growth opportunity for Ayurcann." Mr. Sudman further commented, "There is currently a lack of cannabis products that speaks to the needs of the female consumers, and we are thrilled to be introducing Her Highness branded products to women in the adult use market across Canada."

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About Ayurcann Holdings Corp.

Ayurcann is a leading post-harvest solution provider with a focus on providing and creating custom processes and pharma grade products for the adult use and medical cannabis industry in Canada. Ayurcann is focused on becoming the partner of choice for leading Canadian cannabis brands by providing best-in-class, proprietary services including ethanol extraction, formulation, product development and custom manufacturing.

About Her Highness

Backed by Merida Capital, Her Highness is a female-first lifestyle cannabis brand based in New York, designed for the modern cannabis consumer. With an elevated brand aesthetic, a sophisticated collection of cannabis and CBD products and stylish consumption accessories, Her Highness is created for the feminine lifestyle.

Her Highness' accessories and CBD line retails online with their THC line available in California, Nevada, Massachusetts and soon, Colorado, Pennsylvania and Ohio. Curated with female-friendly effects like clear head, sans-munchies, anxiety-free and high-functioning, Her Highness products are developed to benefit women, addressing specific needs in their daily lives. To learn more about Her Highness' elevated experience, visit www.herhighness.com and follow along on Instagram and Twitter at @herhighnessnyc.

Neither the Canadian Securities Exchange nor its Regulation Services Provider have reviewed or accept responsibility for the adequacy or accuracy of this release.

Certain statements included in this press release constitute forward-looking information or statements (collectively, "forward-looking statements"), including those identified by the expressions "anticipate", "believe", "plan", "estimate", "expect", "intend", "may", "should" and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts but reflect current expectations regarding future results or events. This press release contains forward looking statements, including but not limited to statements relating to the Company's expansion plans and future production capacity. These forward-looking statements are based on current expectations and various estimates, factors and assumptions and involve known and unknown risks, uncertainties and other factors.

Forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Factors that could cause the actual results to differ materially from those in forward-looking statements include, but are not limited to, failure to obtain regulatory approval, ability to increase production at the Company's facilities, the continued availability of capital and financing, and general economic, market or business conditions. Forward-looking statements contained in this press release are expressly qualified by this cautionary statement. These statements should not be read as guarantees of future performance or results. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from those implied by such statements. Although such statements are based on management's reasonable assumptions, there can be no assurance that the statements will prove to be accurate or that management's expectations or estimates of future developments, circumstances or results will materialize. Although the Company has attempted to identify important risks, uncertainties and factors which could cause actual results to

differ materially, Further, there may be others that cause results not to be as anticipated, estimated or intended and such changes could be material. Public health crises, including the ongoing novel coronavirus (COVID-19) pandemic, could have significant economic and geopolitical impacts that may adversely affect the Company's business, financial condition and/or results of operations. The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by law. Readers should not place undue reliance on the Company's forward-looking statements.



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