



Tilray Brands Announces Runner's High Brewing Company – Its New Brand of Premium Non-Alcoholic Brews

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Runner's High Brewing Taps into the Social Running Community

NEW YORK, June 27, 2024 (GLOBE NEWSWIRE) -- Tilray Brands, Inc. ("Tilray Brands" or "Tilray") (Nasdaq | TSX: TLRY), a leading global lifestyle and consumer packaged goods company inspiring and empowering the worldwide community to live their very best life, today announced the launch of **Runner's High Brewing Company**, a new non-alcoholic brand from Tilray Beverages. For those who love a great beer flavor without the buzz, Runner's High strives to elevate, motivate, and celebrate the unique lifestyle of the social running community.

"With the explosive growth of running for sport or for hobby, there is an opportunity for a non-alcoholic brew that runners reach for after a run no matter the distance," said Prinz Pinakatt, Chief Marketing Officer at Tilray Beverages. "We want Runner's High to be the 'beer of choice' of runners and their community of social and casual runners, not just elite athletes."

Runner's High will make its debut at the Peachtree Road Race July 3-4, 2024, in Atlanta, Georgia. The race, put on by the Atlanta Track Club, is the world's largest 10 kilometer running event, with 60,000 participants, and attracts both amateur and professional runners.



Three next level non-alcoholic brews, Runner's High Golden Wheat, Raspberry Wheat, and Dark Chocolate will be launching in Atlanta with several expansion markets to follow soon for 2024. Golden Wheat is a bright golden ale with citrus, pine needles and pink grapefruit aromas and only 90 calories. Raspberry Wheat is uniquely ruby red in color, with fully ripe raspberry and raspberry jam taste and aromas with 70 calories. Dark Chocolate is a rich dark brown brew, with tasting notes of moist chocolate cake and while rich in flavor, is only 60 calories.

About Runner's High Brewing Company

Runner's High is taking non-alcohol brews to the next level! Created with the social running community at the heart, Runner's High brings an elevated craft offering to the fast-growing non-alcoholic beverage space. Each brew is crafted with all natural ingredients and lifted hop terpenes to deliver a

premium beer-like experience, without the alcohol. Each brew is also under 90 calories so with three flavors to choose from – Golden Wheat, Raspberry Wheat, and Dark Chocolate - there's something refreshing for everyone, runners and friends alike, to grab a brew and cheers to the movement!

For more information visit www.runnershighbrew.com and follow on Facebook and Instagram.

About Tilray Brands

Tilray Brands, Inc. (Nasdaq: TLR; TSX: TLR), is a leading global cannabis lifestyle and consumer packaged goods company with operations in Canada, the United States, Europe, Australia, and Latin America that is changing people's lives for the better – one person at a time. Tilray Brands delivers on this mission by inspiring and empowering the worldwide community to live their very best life and by providing access to products that meet the needs of their mind, body, and soul while invoking wellbeing. Patients and consumers trust Tilray Brands to deliver a cultivated experience and health and wellbeing through high-quality, differentiated brands and innovative products. A pioneer in cannabis research, cultivation, and distribution, Tilray's unprecedented production platform supports over 20 brands in over 20 countries, including comprehensive cannabis offerings, hemp-based foods, and craft beverages. For more information about Tilray Brands, visit ir.tilray.com.

Forward-Looking Statements

Certain statements in this communication that are not historical facts constitute forward-looking information or forward-looking statements (together, "forward-looking statements") under Canadian and U.S. securities laws and within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that are intended to be subject to the "safe harbor" created by those sections and other applicable laws. Forward-looking statements can be identified by words such as "forecast," "future," "should," "could," "enable," "potential," "contemplate," "believe," "anticipate," "estimate," "plan," "expect," "intend," "may," "project," "will," "would," "ahead," and the negative of these terms or similar expressions, although not all forward-looking statements contain these identifying words. Certain material factors, estimates, goals, projections, or assumptions were used in drawing the conclusions contained in the forward-looking statements throughout this communication. Forward-looking statements include statements regarding our intentions, beliefs, projections, outlook, analyses, or current expectations. Many factors could cause actual results, performance, or achievement to be materially different from any forward-looking statements, and other risks and uncertainties not presently known to the Company or that the Company deems immaterial could also cause actual results or events to differ materially from those expressed in the forward-looking statements contained herein. For a more detailed discussion of these risks and other factors, see the most recently filed annual information form of Tilray and the Annual Report on Form 10-K (and other periodic reports filed with the SEC) of Tilray made with the SEC and available on EDGAR. The forward-looking statements included in this communication are made as of the date of this communication and the Company does not undertake any obligation to publicly update such forward-looking statements to reflect new information, subsequent events or otherwise unless required by applicable securities laws.

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Source: Tilray Brands, Inc.

Runner's High Brewing Company's Official New Brews



Flavours include: Runner's High Golden Wheat, Raspberry Wheat, and Dark Chocolate