SweetWater Brewing Announces 28th Anniversary Bash With STS9 Headlining an Immersive Jamtronica Experience

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HoliBlaze Ticket Promotion Now Available for the February 22nd SweetWater Anniversary Party

ATLANTA, Dec. 19, 2024 (GLOBE NEWSWIRE) -- SweetWater Brewing Company (“SweetWater”), the largest craft brewer in the Southeast and a subsidiary of Tilray Brands, Inc. (“Tilray” or the “Company”) (NASDAQ: TLRY and TSX: TLRY) celebrates its 28th year with legendary electronic jam band STS9 which will headline SweetWater’s Anniversary Party at its Atlanta brewery on Saturday, February 22.

Founded in 1997, SweetWater brought hops to the South and sparked Atlanta’s craft beer renaissance. Since then, SweetWater has also brought countless electrifying music performances to its fans through SweetWater 420 Fest and annual Anniversary Party.

Founded in Georgia the same year as SweetWater, STS9 has been a pioneering force in jam music. The band has built an impressive legacy and loyal fanbase across the world with its fusion of jam and electronic music, as well as its breathtaking live performances that feature brilliant visual experiences.

“STS9 has been a fixture in the jam and electronic music scenes for nearly three decades, and we can’t wait for them to put on a mind-blowing show at SweetWater’s brewery for our fans in a throwback to our jam band roots. We’re excited to bring our community together with a full day of heady music and heady beers,” said Evan Woolard, SweetWater Brewing’s Senior Brand Manager.

The party will feature a double set by STS9, along with performances by Break Science, Marvel Years, Sneezy, and other artists to be announced. SweetWater will also host its Rock Poster Show, where fans can view and purchase authentic band posters from past tours, performances, and festivals directly from the artists who created them.



A limited number of Early Bird General Admission ($60) and KUSH VIP tickets ($97) are available now and can be purchased here. KUSH VIP tickets come with two complimentary drinks, a commemorative poster, and access to the VIP section, which includes comfortable seating, a private bar and restrooms, the SweetWater Basement experience, and premium viewing areas. VIP ticket holders will also gain access to a VIP gate that allows unlimited re-entry to the show and early access on Friday to the Rock Poster Show.

Looking for a last-minute holiday gift? SweetWater is also announcing its Holiblaze One-Hitter promotion, which offers 25% off Anniversary Party tickets and weekend passes to SweetWater 420 Fest when purchased together. The discount will be available until January 1 while supplies last. Anniversary Party is a 18+ ticketed event. 21+ to drink. Always party responsibly.

About SweetWater Brewing

SweetWater Brewing Company, the largest craft brewer in the Southeast, is an award-winning brewery known for its stash of heady brews including the original 420 Extra Pale Ale and loads of IPAs available coast to coast. As a passionate advocate for healthy waterways and conservation initiatives, through its annual Save Our Water campaign**,** SweetWater continues to raise funds to support nonprofit organizations fighting for clean water and habitat conservation.

SweetWater Brewery is a subsidiary of Tilray Brands, Inc. (Nasdaq: TLRY; TSX: TLRY), a leading global cannabis-lifestyle and consumer packaged goods company inspiring and empowering the worldwide community to live their very best life.

For further information about SweetWater Brewing Company, please visit www.sweetwaterbrew.com and follow @SweetWaterBrew.

About Tilray Brands

Tilray Brands, Inc. (Nasdaq: TLRY; TSX: TLRY), 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 – by inspiring and empowering a worldwide community to live their very best life, enhanced by moments of connection and wellbeing. Tilray's mission is to be the most responsible, trusted, and market-leading cannabis and consumer products company in the world with a portfolio of innovative, high-quality, and beloved brands that address the needs of the consumers, customers, and patients we serve. 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 on how we open a world of well-being, visit www.Tilray.com and follow @tilray on all social platforms.

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" 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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A photo accompanying this announcement is available at https://www.globenewswire.com/NewsRoom/AttachmentNg/e9bc9004-c00d-4451-8d78-26f318a5098d