



Heritage Cannabis Announces the Introduction of RAD Razzlers Gummies to the Canadian Market

Toronto, ON, October 4, 2022 – [Heritage Cannabis Holdings Corp.](#) (CSE: CANN) (OTCQX: HERTF) ("Heritage" or the "Company"), today announced the upcoming launch of RAD Razzlers, a cannabis gummy that marks the entry into a new product category for Heritage.

Following on the immense popularity of other cannabis products sold across the country under the RAD brand, RAD Razzlers are a new addition to the edibles category and offer unique and popular flavour profiles sought after by cannabis consumers, including Cousin Eddies Eggnog which will be a limited edition flavour offered only during the holidays. RAD Razzlers will initially be offered in packages containing a total of 10 mg of THC, with each gummy containing 2.5 mg of THC.

Manufactured in-house at Heritage, Rad Razzlers will be launching this fall initially with five SKUs in each of Alberta, Saskatchewan, and Manitoba, and three SKUs in Ontario with an additional two SKUs launching in Q1 2023 in the province. Following the official launch, Heritage aims to have RAD Razzlers offered across the country in all provinces as well as bring the edibles portfolio into the U.S.

"While the edibles category in Canada offers many options to consumers, RAD Razzlers taste amazing and are expected to follow on the popularity of our other RAD products which are seeing continued growth in penetration and market share," said David Schwede, CEO of Heritage. "RAD is an established, successful brand and we see the introduction of RAD Razzlers as a natural progression to extend our product offerings into the edibles category, creating yet another high margin revenue stream for Heritage."

About Heritage Cannabis Holdings Corp.

Heritage Cannabis is a leading cannabis company offering innovative products to both the medical and recreational legal cannabis markets in Canada and the U.S., operating under two licensed manufacturing facilities in Canada. The company has an extensive portfolio of high-quality cannabis products under the brands Purefarma, Pura Vida, RAD, Premium 5, Thrifty, feelgood., the CB4 suite of medical products in Canada and ArthroCBD in the U.S.

For more information contact:

Kelly Castledine
Tel: 647-660-2560

ON BEHALF OF THE BOARD OF DIRECTORS OF HERITAGE CANNABIS HOLDINGS CORP.

"David Schwede"
David Schwede
CEO

The Canadian Securities Exchange has neither approved nor disapproved the contents of this news release.