



YourWay Launches Diamond-Infused Pre-Rolls and Live Resin All-in-One Vape Under VenomX Brand in Arizona

Vancouver, BC, April 4, 2023 - YourWay Cannabis Brands Inc. (CSE:YOUR)(OTC:YOURF)(FSE:HOB) (the "Company" or "YourWay"), a consumer-centric House of Brands committed to redefining the way consumers and cannabis brands interact, is proud to announce the launch of two new cannabis products under the VenomX brand in Arizona. The new products include Diamond-Infused Pre-Rolls and a Live Resin All-in-One Vape. The products will be available for shipment to retailers in the first week of April 2023.

"We are thrilled to announce the launch of two exciting new VenomX branded products into the Arizona market," said Jacob Cohen, YourWay's President of Arizona Operations. "With the launch of our Diamond-Infused Pre-Roll, we are broadening the reach of the VenomX brand and our 1.0g Live Resin All-in-One Vape expands our current portfolio to meet the demands of consumers in these key categories."

The Diamond-Infused Pre-Rolls mark the first-ever launch of VenomX flower products. It combines pure THCa diamonds with premium cannabis to provide an enhanced smoking experience for customers. Mr. Cohen emphasized, "Our hope is that the Diamond-Infused Pre-Rolls will continue delivering on what VenomX customers love, a potent cannabis brand they know and trust at an affordable price."

In addition, the Live Resin All-in-One Vape offers an all-cannabis-derived 1.0g all-in-one device that heats the live resin high terpene extract and distilled cannabis oil to the optimal temperature for enjoying the unique terpene profiles. "When we made the decision to expand the VenomX vaporizer portfolio, we were focused on meeting consumer demand for a live resin all-in-one device," said Mr. Cohen.

The VenomX brand is available in over sixty locations across Arizona. YourWay is committed to providing consumers with high-quality cannabis products that meet their needs, and these new products are an excellent addition to the portfolio.

About YourWay Cannabis Brands

YourWay is a publicly traded, consumer-centric House of Brands committed to redefining the way consumers and cannabis brands interact. By building their own brands, partnering with others, and supporting retail partners control brand strategy, they are dedicated to expanding their reach;

remolding the cannabis industry and ultimately redefining consumers and cannabis brands interact.

YourWay aims to connect with the cannabis consumer on a deeper level, utilizing decades of brand-building expertise and an integral understanding of the customer experience to create an intuitive suite of branded products that closely aligns with consumer need states. The YourWay portfolio is an all-encompassing house of brands designed to create a sense of belonging for every cannabis consumer regardless of their relationship with the plant. Please visit www.yourwaycannabis.com or follow on Twitter at [@yourwaycannabis](https://twitter.com/yourwaycannabis) for the latest news and information about YourWay and its brands.

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CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING INFORMATION:

This news release includes certain “forward-looking information” as defined under applicable Canadian securities legislation, including statements regarding the plans, intentions, beliefs, and current expectations of the Company with respect to future business activities and operating performance. Forward-looking information is often identified by the words “may”, “would”, “could”, “should”, “will”, “intend”, “plan”, “anticipate”, “believe”, “estimate”, “expect” or similar expressions and includes information regarding: the availability of the Diamond-Infused Pre-Rolls and Live Resin All-in-One Vape for shipment to retailers in April 2023; the Company’s expectation that the Diamond-Infused Pre-Roll will broaden the reach of the VenomX brand; the Company’s expectation that the Live Resin All-in-One Vape will expand the company’s portfolio to meet the demands of consumers; the Company’s expectations that the Diamond-Infused Pre-Rolls will deliver a potent cannabis brand to consumers at an affordable price; the Company’s focus on meeting consumer demand for a live resin all-in-one device; and expectations for other economic, business, and/or competitive factors. Forward-looking information is necessarily based upon a number of estimates and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking information.

Investors are cautioned that forward-looking information is not based on historical fact but instead reflects management’s expectations, estimates or projections concerning future results or events based on the opinions, assumptions and estimates of management considered reasonable at the date the statements are made. Although the Company believes that the expectations reflected in such forward-looking information are reasonable, such information involves risks and uncertainties, and undue reliance should not be placed on such information, as unknown or unpredictable factors could have material adverse effects on future results, performance, or achievements of the Company. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information are the following: the launch of the new products; changes in consumers demand and preferences; changes in general

economic, business and political conditions, including changes in the financial markets; the global regulatory landscape and enforcement related to cannabis, including political risks and risks relating to regulatory change; compliance with extensive government regulation; public opinion and perception of the cannabis industry; and the risk factors set out in the Company's annual information form dated August 28, 2020, filed with Canadian securities regulators and available on the Company's profile on SEDAR at www.sedar.com.

The Company, through several of its subsidiaries, is indirectly involved in the manufacture, possession, use, sale, and distribution of cannabis in the recreational and medicinal cannabis marketplace in the United States. Local state laws where the Company operates permit such activities however, investors should note that there are significant legal restrictions and regulations that govern the cannabis industry in the United States. Cannabis remains a Schedule I drug under the US Controlled Substances Act, making it illegal under federal law in the United States to, among other things, cultivate, distribute or possess cannabis in the United States. Financial transactions involving proceeds generated by, or intended to promote, cannabis-related business activities in the United States may form the basis for prosecution under applicable United States federal money laundering legislation.

While the approach to enforcement of such laws by the federal government in the United States has trended toward nonenforcement against individuals and businesses that comply with recreational and medicinal cannabis programs in states where such programs are legal, strict compliance with state laws with respect to cannabis will neither absolve the Company of liability under United States federal law, nor will it provide a defense to any federal proceeding which may be brought against the Company. The enforcement of federal laws in the United States is a significant risk to the business of the Company and any proceedings brought against the Company thereunder may adversely affect the Company's operations and financial performance.

Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking information prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated, or expected. Although the Company has attempted to identify important risks, uncertainties and factors that could cause actual results to differ materially, there may be others that cause results not to be as anticipated, estimated or intended. Accordingly, readers should not place undue reliance on forward-looking information, which speak only as of the date of this news release. The Company 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 required by law.