



## AWH Launches Miss Grass Products in New Jersey Ascend Dispensaries

November 1, 2022

*Popular Miss Grass Minis line now available in Rochelle Park, Montclair, and Fort Lee*

NEW YORK, Nov. 1, 2022 /PRNewswire/ - **Ascend Wellness Holdings, Inc.** ("AWH" or the "Company") (CSE: AAWH.U) (OTCQX: AAWH) a multi-state, vertically integrated cannabis operator focused on bettering lives through cannabis, announced that [Miss Grass](#) products are now available at its three New Jersey locations in Rochelle Park, Montclair and Fort Lee.



Miss Grass and AWH expanded their multistate partnership to New Jersey following successful launches in Massachusetts and Illinois earlier this year. Beginning October 26, Miss Grass' popular Minis collection became available in all New Jersey Ascend dispensaries. Miss Grass Minis come in packs of five 0.4g pre-rolls in three color-coded, carefully selected strains. Miss Grass' signature Minis include Fast Times (Blood Orange; Sativa Dominant; Bloom + Play), Quiet Times (Sapphire Blue; Indica Dominant; Restore + Anchor) and All Times (Lilac Purple; Hybrid; Harmony + Flow). All Miss Grass strains are consistent in terpene and cannabinoid profiles, ensuring that consumers can expect a consistent experience no matter where they purchase the brand.

"Miss Grass products are an exceptional addition to Ascend offerings in the Garden State as we roll out their beloved, sought-after Minis collection. I am confident that New Jersey patients and consumers of all preferences and experience levels will embrace this essential community-led brand as it continues to plant its roots in the East," said Brian Miesieski, Chief Brand Officer of Ascend Wellness Holdings.

"As a proud New Jersey native, launching with Ascend in my home state is an especially significant moment for myself and for Miss Grass," said Kate Miller, CEO and co-founder of Miss Grass. "My relationship with cannabis began in Jersey, where I not only grew to love the plant but also learned of the severe impact of prohibition and stigma. Now, my cannabis journey comes full circle, and I cannot wait to share Miss Grass with the state I call home."

### About Miss Grass

Miss Grass is Weed for the Times. A women-founded, community-first cannabis brand for femininity in all its form, Miss Grass is on a mission to learn and share. To contribute to an equitable industry. To offer products that are trusted and effective. Eradicate the stigma. And create a safe + accessible space for anyone who has a desire to know more—all in the spirit of conscious consumption. Learn more at [www.missgrass.com](http://www.missgrass.com).

### About AWH:

AWH is a vertically integrated operator with assets in Illinois, Michigan, Ohio, Massachusetts, New Jersey, and Pennsylvania. AWH owns and operates state-of-the-art cultivation facilities, growing award-winning strains and producing a curated selection of products. AWH produces and distributes its in-house Ozone, Ozone Reserve, and Simply Herb branded products. For more information, visit [www.awholdings.com](http://www.awholdings.com).

### Forward-Looking Statements

This news release includes forward-looking information and statements, which may include, but are not limited to, information and statements regarding the plans, intentions, expectations, estimates, and beliefs of the Company. Words such as "expects", "continue", "will", "anticipates" and "intends" or similar expressions are intended to identify forward-looking statements. These forward-looking statements are based on the Company's current projections and expectations about future events and financial trends, and on certain assumptions and analyses made by the Company in light of experience and perception of historical trends, current conditions and expected future developments and other factors management believes are appropriate.

Forward-looking information and statements involve and are subject to assumptions and known and unknown risks, uncertainties, and other factors which may cause actual events, results, performance, or achievements of the Company to be materially different from future events, results, performance, and achievements expressed or implied by forward-looking information and statements herein. Such factors include, among others: the risks and uncertainties identified in the Company's Annual Report on Form 10-K for the year ended December 31, 2021, and in the Company's other reports and filings with the applicable Canadian securities regulators and the U.S. Securities and Exchange Commission. Although the Company

believes that any forward-looking information and statements herein are reasonable, in light of the use of assumptions and the significant risks and uncertainties inherent in such information and statements, there can be no assurance that any such forward-looking information and statements will prove to be accurate, and accordingly, readers are advised to rely on their own evaluation of such risks and uncertainties and should not place undue reliance upon such forward-looking information and statements. Any forward-looking information and statements herein are made as of the date hereof, and except as required by applicable laws, the Company assumes no obligation and disclaims any intention to update or revise any forward-looking information and statements herein or to update the reasons that actual events or results could or do differ from those projected in any forward-looking information and statements herein, whether as a result of new information, future events or results, or otherwise, except as required by applicable laws.

**The CSE has not reviewed, approved or disapproved the content of this news release.**

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