



Ascend Wellness Holdings Unveils a Full Relaunch of Its Ozone Brand

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The flagship line debuts a refreshed identity, elevated product quality and new SKUs including gummies, strains, and vape innovations

NEW YORK, March 10, 2026 /PRNewswire/ - [Ascend Wellness Holdings, Inc.](#) ("AWH," "Ascend," or the "Company") (CSE: AAWH.U) (OTCQX: AAWH), a multi-state, vertically integrated cannabis operator, today announced the relaunch of Ozone, a comprehensive evolution of its flagship lifestyle brand. Rolling out across all seven of Ascend's operating markets, the full-scale brand and quality transformation spans visual identity, product standards, packaging innovation, and consumer engagement. A key component of Ascend's enhanced product portfolio strategy, Ozone invites customers to 'Elevate Everyday', emerging from this transformation with a sharpened focus on delivering a premium experience.



At the core of Ozone is a team of cultivators and product experts whose passion for the plant drives continuous improvement and innovation. From cultivating exceptional flower and breeding proprietary genetics to developing next generation flower, vapes, concentrates, gummies, and infused products, their expertise has raised quality and consistency standards across markets. Ozone's new brand standards feature tightened potency and terpene benchmarks, dedicated premium canopy space to Ozone flower, improved cure protocols, and reduced post-harvest handling to better preserve trichomes, resulting in stronger aroma and structure, smoother smoke, and more consistent effects.

"The new Ozone is a celebration of our people, the cultivators and product experts whose passion for the plant drives everything we do," said Sam Brill, Chief Executive Officer and Director of Ascend. "Their dedication has elevated the quality and consistency of our products across markets, and this relaunch reflects that progress. It is about delivering an elevated and dependable experience for our customers in every category we serve."

The relaunch also introduces a bold, modern visual identity designed to reflect the brand's evolution. The former grey palette has been replaced with a vibrant blue, supported by updated in-store merchandising and coordinated branded drops. New packaging formats are engineered to better preserve freshness, potency, and terpene integrity from harvest to consumption, while a revamped digital ecosystem, including a new website and online apparel store, will further extend the brand experience.

To celebrate Ozone's evolution, the brand is launching its first full-spectrum gummies, new macro-dose gummy offerings, additional flower strains, and new liquid diamonds and live resin vape formulations. The refreshed brand will roll out initially across Illinois, Massachusetts and New Jersey, with remaining markets to follow shortly thereafter.

For more information about Ascend and its brands, visit www.awholdings.com.

About Ascend Wellness Holdings, Inc.

Ascend is a vertically integrated cannabis operator with assets in Illinois, Maryland, Massachusetts, Michigan, New Jersey, Ohio and Pennsylvania. Ascend owns and operates state-of-the-art cultivation facilities, growing award-winning strains and producing a curated selection of products for retail and wholesale customers. Ascend produces and distributes its in-house Ozone, Simply Herb, High Wired, Honor Roll, Royale, and Effin' branded products. For more information about AWH, visit www.awholdings.com.

Cautionary Note Regarding Forward-Looking Information

This news release includes forward-looking information and statements (together, "forward-looking statements"), which may include, but are not limited to, the plans, intentions, expectations, estimates, and beliefs of the Company. Words such as

"expects", "continue", "may", "will", "anticipates", and "intends" or similar expressions are intended to identify forward-looking statements. Without limiting the generality of the preceding statement, all statements in this press release relating to estimated and projected revenue, expectations regarding production capacity, anticipated capital expenditures, expansion, profit, product demand, margins, costs, cash flows, sources of capital, growth rates, potential acquisitions, closing dates for transactions, regulatory approvals, future facility openings, and, enhancing shareholder value, reducing downward pressure on the stock, and future financial and operating results are forward-looking statements.

We caution investors that any such forward-looking statements are based on the Company's current projections and expectations about future events and financial trends, the receipt of all required regulatory approvals, and on certain assumptions and analysis made by the Company in light of the experience of the Company and perception of historical trends, current conditions, and expected future developments and other factors management believes are appropriate.

Forward-looking 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 statements herein. Such factors include, among others, the risks and uncertainties identified in the Company's most recently filed Annual Report on Form 10-K, as updated in subsequently filed Quarterly Reports on Form 10-Q, as applicable, and in the Company's other reports and filings with the applicable Canadian securities administrators on its profile on SEDAR+ at www.sedarplus.ca and the SEC on its profile on EDGAR at www.sec.gov. Although the Company believes that any forward-looking statements herein are reasonable, in light of the use of assumptions and the significant risks and uncertainties inherent in such statements, there can be no assurance that any such forward-looking 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 statements. Any forward-looking 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 statements herein or to update the reasons that actual events or results could or do differ from those projected in any forward-looking statements herein, whether as a result of new information, future events or results, or otherwise, except as required by applicable laws. No securities regulator nor the Canadian Securities Exchange has reviewed, approved, or disapproved the content of this press release.



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