Geez! Celebrates Epic Year

fell played, OGeez! The wildly successful cannabis brand somehow outdid itself in

After a whirlwind 2022, many industry experts predicted that the company would have no choice but to slow down this year. But that did not happen — in the slightest.

"They gunned it again," said one cannabis analyst. "We didn't think it was possible, but they continue to

prove everyone wrong."



OGeez! started 2023 on offense, rolling out its famed Peg's Raspberry Orange RSO in a mega 30 milligram gummy for medical users. From there, it piled on new products along with sponsorships and events — and revamped its entire flavor line-up. Then, it was named best edible company of the year by the Phoenix Times News.

As one dispensary source said: "These guys are not afraid to take the gummy by the horns and just go for it."

The OGeez! 2 Highlight Reel:

- Rolled out RSO in a 30-mg option for medical users
- Launched Happy Balance in a new flavor: Strawberries & Cream
- Launched Limited Edition Pink Lemonade Summer Gummy
- Revamped flavor line-up & introduced first-ever, multi-flavor bag of gummies in Arizona
- Sponsored Buds-a-Palooza, Phoenix Pride, Stoney Summer Supper Series, PHNX's Outside Shots podcast, State Forty Eight's Speaker Series and more...
 - Rolled out in mega dispensary chain Harvest | Trulieve Introduced a vegan, live-rosin gummy dubbed The Naturals
- Launched The Big OGeez!, a mega version of the RSO



Geez!'s two new products are catching on like wildfire — in the halls of Congress. The company's two new gummies — The Naturals and

The Big OGeez! — are reportedly being secretly passed around the Capitol building.

"From what we've heard there are a number of Senators and representatives who are loving them," said one Washington insider. "This is the first real act of bipartisanship that we've seen in years." According to one congressional staffer, members of both parties

have been spotted laughing together (presumably while enjoying the gummies). Rumors are now swirling that these two blockbuster products have convinced elected leaders that they need to legalize cannabis ASAP. "These gummies are so good that we can no longer deny the nation

the right to cannabis," said one Senator, who asked to go unnamed, but was against legalizing cannabis until he tried OGeez!. "It's time." The frenzy has extended beyond Washington, too.

"We're getting word that they're going to be the hot stocking stuffer of 2023." The Naturals — a live rosin, vegan gummy — arrived at dispen-

"The orders are flying in here in Arizona," said an OGeez! official.

saries statewide at the end of November in a mouthwatering, Sweet Clementine.

Meanwhile, The Big OGeez! rolled out just a week later. The gummy is a mega version of Peg's Raspberry Orange RSO, one of the company's most sought-after products. The Big offers that high-potency gummy in 10 perforated pieces — each 10 milligrams. That gives consumers three RSO options: The standard 10 milligram, a 30 milligram for medical users and now the Big. "We're so glad that Congress is finally coming around and we're

honored that The Big OGeez! and The Naturals are helping to seal the deal," one OGeez official said.

Prescott Gets Its Geez! on



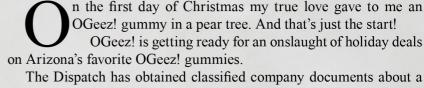
for the 5,100-seat multi-purpose arena, which is home to Northern Arizona University's Men's basketball team. The site also has a slew of upcoming events (in addition to basketball), including a Monster Truck Tour, the AMA Arenacross (motorcycle racing), and concerts by

country musicians Clint Black and Lainey Wilson. The two-year commitment kicked off in the middle of last month and will include select events. Arena guests should "be on the lookout" for OGeez!'s pop up stands, where brand ambassadors will be on hand

with lots of OGeez! materials and tokens for gummies at partnering

dispensaries.

welve Days



secret campaign dubbed the "12 Days of OGeez!" The campaign will include deals at dispensaries throughout the state in the 12 days leading up to Christmas, including BOGOs and steep discounts. OGeez! officials declined to comment on which dispensaries would

be participating, but said to keep an eye on the company's social media

feeds in early December for more info. "The public is not going to believe how good these deals are," said

Check out <u>OGeezBrands.com</u> + follow <u>@ogeezbrands</u> for more info!

one OGeez! executive. "Nobody is going to want to miss it." "We're excited to be at the arena and to be hanging in Prescott, which is one of the greatest towns in Arizona," said one OGeez! official.

Gummy of the Year n a surprise to nobody, Gummyville Time & Life Magazine has herself to the Lincoln Memorial — an act of political protest that led

a Schedule III substance.

photo on the cover of the magazine's December issue, bearing its striking double-layer physique. Magazine editors said they chose Blackberries & Cream because she's emerged as a "once-in-a generation leader

named Blackberries & Cream the 2023 gummy of the year.

The gummy will be featured in a dramatic black-and-white

for Gummyville." "Blackberries & Cream has captured the attention of the world," said the magazine's publisher. "She is a true social, political and community icon." The gummy has been on the front lines in Washington D.C., lobbying for cannabis reform and giving fiery speeches to pro-cannabis

groups on the National Mall. In March, she was arrested after chaining

A Sitdown with

"Blackberries & Cream is willing to do anything for this community," said one retired Watermelon gummy, who recalled when gummies had no rights. Meanwhile, over Thanksgiving weekend, Blackberries & Cream

the federal government to recommend that cannabis be downgraded to

and to the movies in Tucson and was spotted serving turkey dinners at a soup kitchen. "Blackberries & Cream is a model gummy and her values are a reflection of this company," said the CEO of OGeez! He added that she

was "the obvious choice" for gummy of the year.

Konya Lindsey HARVEST : Trulieve Geez! clearly can't get enough of Harvest|Trulieve! This month, we're back with Konya Lindsey, Trulieve's Executive Director of Marketing for the Southwest region. The

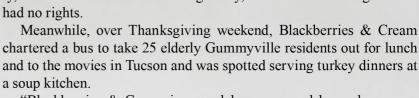
powerhouse dispensary operates in nine states and has 21 dispensaries in Arizona alone. You can follow Trulieve at harvesthoc az.

How long have you been in the cannabis industry and how did you get started? I've officially worked in cannabis since 2018, but I've been familiar

with the industry since 2011/2012. My late father's early onset Alzheimer's disease is what brought me to cannabis. I was looking for an alternative medical solution to slow his decline and provide him with comfort and relief. In addition to marketing, I'm also a chef. I owned a small CBD edibles company back in 2019 that I sold to a wellness comof Marketing for the Southwest in August 2023. What makes Trulieve different and what's something you enjoy

pany after earning my second master's degree in Medical Cannabis Science and Therapeutics. I came to Trulieve as the Executive Director

about it? As the country's largest multi-state cannabis operator our mission is to provide a pathway to wellness and relief ... especially when traditional medicine isn't enough. Trulieve has been a trailblazer in this





regard. Honestly, that's one of the things I most enjoy about working here. Knowing I play a small part in helping our customers is what motivates me every day. How does OGeez! set itself apart from other gummies?

The brand story behind OGeez! — Peggy Noonan and the connection to Arizona is a true differentiator. Also, I believe you eat with your eyes first. The company's fun, eye-catching packaging and branding is

also appealing! What's your favorite OGeez! gummy and why? Watermelon was my fave until the Creams were launched. Now it's the mini indica creams ... hands down. Texture and taste is on point,

and it's dosed low enough for me to enjoy more than one.







SIGN-UP FOR **ALL THINGS** OGEEZ!

