

## OGeez! News With A Twist

# Now Flavoring Life in Illinois!

## OGEEZ! HITS SHELVES IN THE PRAIRIE STATE

It's happening. OGeez! has started rolling out at dispensaries in Illinois. The gummies are now being sold at several locations of **Ascend**, at **Snap Canna** and at **Karma Club**, where OGeez! will be holding a pop-up promotion on September 14 at the dispensary's anniversary celebration.

In addition, OGeez! will soon be available at Curaleaf, Windy City, Cannabist and others. Company officials say they're meeting with dispensary owners, managers and budtenders "around the clock." "We are signing on dispensaries by the minute," said one executive.

The company is entering the Illinois market with its core lineup of products, including its classic Creams and Fruits, its two RSOs, its OGeezzz! sleep gummy, and its THC-CBD ratio Happy Balance gummy.

The launch has been generating buzz as it catapults OGeez! into the competitive national landscape and gives it a foothold in a cannabis-forward, Midwestern state. In a LinkedIn post, OGeez! CEO, Bran Noonan, dedicated the launch to his late mother, Peggy Noonan.

"This is truly the culmination of so much behind-the-scenes work, which can all be traced back to the vision of our founder and my mom," he wrote. "This milestone moment is dedicated to her."

Illinois is the first state outside of Arizona that OGeez! has entered, but the company is prepping to launch in New Jersey and elsewhere. As one executive said: "It's go time on our expansion plan."



## OGeez! Heads to Atlantic City



OGeez! is set to host a booth this month at a mega cannabis event in the Garden State.

The team will be at NECANN — the state's largest cannabis industry event — on September 6 and 7 at the Atlantic City Convention Center. The event, which is expected to draw 4,000-plus attendees, comes as the company is staffing up its N.J. kitchen and gearing up to begin sales there in September.

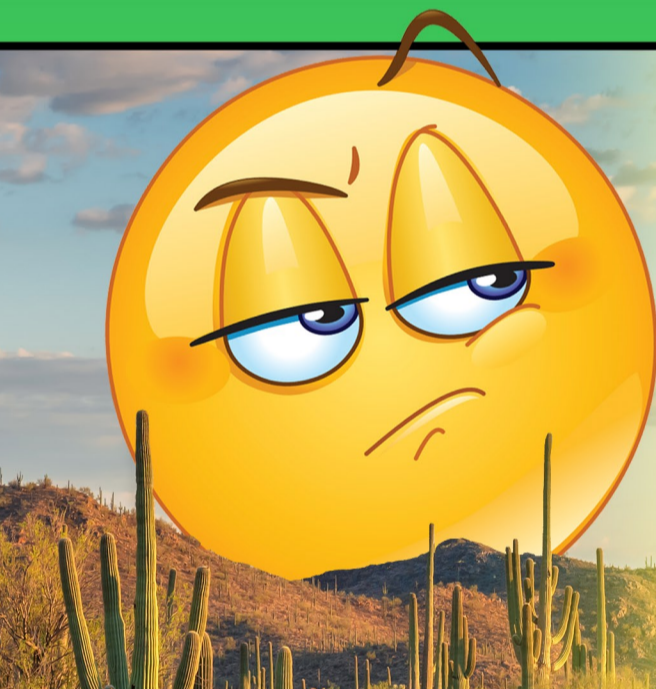
The state currently has 100-plus dispensaries with more coming. Cannabis sales there topped \$225 million in the first quarter of 2024 alone. "We wouldn't miss NECANN for the world," said one OGeez! source. "These are our people."

## OGeez! & Hydrate

Forget day drinking — or drinking in general. With temperatures soaring throughout the country, many people are getting behind a new mantra: OGeez! & Hydrate.

Those pushing the mantra — an organic group of OGeez! lovers — are advocating for ditching beers and cocktails and other alcoholic beverages. Instead, they argue that popping a gummy and having a glass of water, a fruit seltzer or a refreshing beverage is far healthier.

"Let's face it, alcohol is dehydrating," said one OGeez! & Hydrate group leader. "Every time I drink I get a headache and feel terrible. I would so much rather take a gummy and pound a glass of water, a seltzer or a mocktail."



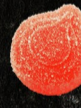
## Is Arizona Jealous?

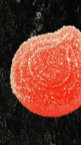
With all of the OGeez! activity going on in other states, nobody would blame the Arizona gummies for feeling a twinge of jealousy. But after months of investigative reporting, The Dispatch has learned that the gummies in Arizona are not jealous at all. In fact, they are overjoyed for their gummy colleagues. "We are so proud of our fellow gummies," said one OGeezzz! Sleep gummy, who could not chat for long because he was off to take a nap.

Psychologists say that response shows just how self-assured and confident the OGeez! lineup is. "That's a real sign that their self-esteem is not dependent on outside forces," said one therapist. "They know they have amazing flavors and effects and they have a strong sense of self."

## What's Cooking in Arizona?

While OGeez! is firing on all cylinders outside of Arizona, it has a lot going on in its home state, too. Here are some of the Arizona locations where OGeez! will be onsite in September.

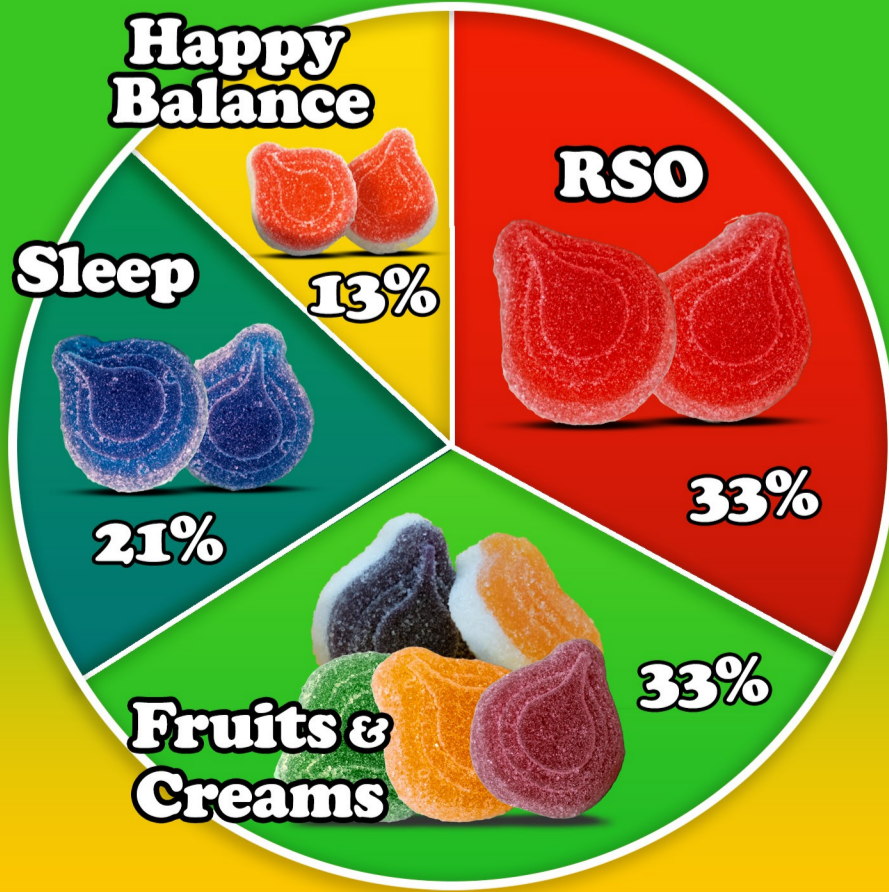
 The Orpheum Theater in Flagstaff. OGeez! reps will be at four shows, including Grateful Shred on September 8 and the Dusk Music Festival on September 13. Visit [www.ogeezbrands.com](http://www.ogeezbrands.com) for info about the other shows.

 Ponderosa on 9/20. The company will be giving out free coffee and CBD-infused tea for OGeez! customers as part of its "Why Just 4/20?" campaign, which celebrates cannabis on the 20th of every month at a different dispensary.



## Most Popular Gummy Survey

With OGeez! kicking off sales in Illinois, the industry is zeroing in on which gummies will be most popular among Prairie State residents. OGeez! polled its Instagram followers to get their predictions. Here are the results!



## New Product Alert!

Good things come in threes — or sometimes twos!

According to documents obtained by The Dispatch, OGeez! appears to have two new products in the works. While company officials declined to comment, sources say that one of them is "larger than life" and the other is part of the OGeez! "wellness line."

Sources said that OGeez! is likely to launch the products in September and October, but did not have any other details.



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

