

INDUS



Edible Cannabis Leader Mirth Provisions Expands into California via Partnership with INDUS Holding Company

Respected Cannabis Brand Stretches Across the Pacific Northwest To Reach West Coast Dispensaries This July

MONTEREY, CA (June 8, 2017) --- [Mirth Provisions](#), best known for Legal™, a leading cannabis beverage throughout Oregon and Washington, today announced a major manufacturing and distribution partnership with [INDUS Holding Company](#), one of California's top purveyors of quality cannabis products. Starting July, California retailers can place orders for Mirth's full line of natural [sparkling tonics](#) and smooth [sublingual sprays](#) to bring the anticipated and enjoyable legal experience to the Golden State.

"Mirth products are sold in more than 90% of legal marijuana retail outlets across the Pacific Northwest – and with nearly 3,000 retail dispensaries in California, we anticipate Californians will share our excitement as they're introduced to our all-natural drinkables and fast-acting sprays," said Adam Stites, Founder, Mirth Provisions. "We're a West Coast-based business, and are proud to support local farms. Our lemons, pomegranates and ginger are sourced from farmers in California's Central Valley – so patients and consumers can feel good knowing the high-quality, natural products they're ingesting were grown in their backyard."

Mirth Provisions partners with marijuana producers and distributors to license the production of its line of "build your own experience" cannabis-infused sprays and beverages in states where marijuana is recreationally and medically legal. Made from the best local ingredients and highest-quality cannabis, Legal Sparkling Tonics and Drift Sublingual Sprays offer consumers an extraordinary experience blended with refreshing flavors including Rainier Cherry, Lemon Ginger, Pomegranate and Cranberry – each providing uniquely tailored effects and control based on the specific cannabis strains used to produce them.

According to [BDS Analytics' market research](#), California cannabis retailers experienced \$1.8 billion in sales last year with an expected \$5.8 billion in sales by 2021. As the first state to legalize medical cannabis, California is known for its high standards of quality. Both Mirth Provisions and INDUS are squarely aligned to deliver premium products, unsurpassed customer service, and great opportunities along the West Coast.

Representing some of the highest quality brands on the market, INDUS is one of the largest manufacturers and distributors of cannabis products in California. "We are thrilled to introduce this well-crafted brand and believe it will quickly resonate with the

health-conscious California consumer,” said Robert Weakley, President and CEO of INDUS Holding Company. “INDUS is dedicated to curating a collection of the most trusted brands that our dispensary partners can come to rely upon and enjoy working alongside – and Mirth is a perfect fit.”

ABOUT INDUS HOLDING COMPANY

INDUS Holding Company is committed to creative products that emphasize consumer safety while advancing the changing perceptions of cannabis use. Politically astute, socially conscious and dedicated to change, we are building more than a brand, we are building a new American industry.

To learn more about INDUS, please visit: indusholdingco.com. Like INDUS Holding Company on [Facebook](#) or follow us on [Twitter](#) and [Instagram](#).

ABOUT MIRTH PROVISIONS

Mirth Provisions® wants to bring you joy with our specialty cannabis-infused edibles and drinkables, crafted with the best local ingredients and the highest quality cannabis. Mirth Provisions is executing a national brand expansion, closes 90% of the retail store accounts it calls on, and is operating in Arizona, California (coming soon), Oregon, and Washington State where the company has a 70% market share in the cannabis carbonated beverage category. Mirth has gained national recognition for its unique products and has been featured in CNN, Time, The New York Times, and Bloomberg Business to name a few. The company licenses to partners in each state to handle manufacturing, sales, and distribution. For more information, please visit www.mirthprovisions.com.

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