



FOR IMMEDIATE RELEASE

Pure Sunfarms' Soar Brand Launches its First Blunts — Infused and Kief Coated.

SOAR CONTINUES TO LEAD AS A TOP CANADIAN BRAND IN THE PREMIUM CANNABIS CATEGORY

DELTA, B.C. (October 25, 2023) – Pure Sunfarms Corp. ("Pure Sunfarms"), a wholly owned subsidiary of Village Farms International, Inc. (Nasdaq: VFF), announces the launch of the first potent and aromatic 1g Infused Blunts under its premium cannabis brand, Soar.

Soar's 1g Infused Blunts feature fresh hang dried cannabis flower infused with a premium oil for those looking for an elevated cannabis experience. Each Infused Blunt is hand finished with a generous coating of premium kief and rolled with tobacco-free, hemp blunt wrap offering a slower burn time to savour the experience, flavour and potency.

"It's an exciting time for Soar. We've created something special for even the most experienced cannabis consumer with our hand-crafted infused-blunt, something you wouldn't roll yourself. Visually it's a standout, and every detail was considered in its design," shared Orville Bovenschen, President of Pure Sunfarms. "We take pride in the positive response we've received from consumers to our innovative brand, Soar. It has quickly risen to become a top premium cannabis brand in Canada."

Shortly after its launch, Soar rapidly became a top three premium dried flower cannabis brand in Canada¹. Much of the brand's success to date can be credited to Pineapple God, one of Soar's exclusive cultivars belonging to the fruit aroma collection which offers a high-THC indica experience with tropical aromas of candied pineapple. In Summer 2023, this exotic cultivar was the number one premium flower, nationwide.

The launch of Soar's 1g Infused Blunts marks the first blunt offering from Soar, which was designed to provide consumers with a thoughtfully crafted, high-quality cannabis experience. This craft-oriented focus has led to the accelerated growth of Soar among cannabis enthusiasts who appreciate its exotic and unique genetics that are hand-harvested, hang-dried, and hand-detailed.

The dried cannabis input in each Infused Blunt is thoroughly reviewed and attributed to a distinct aroma collection—citrus, cake, fruit or gas—allowing consumers to choose an aroma that appeals to them most. For the initial launch, Soar's new 1g Infused Blunts are available in the citrus aroma collection and fruit aroma collection.

Citrus Cyclone Infused Blunt (Potency: 33-39%. Aroma Collection: Citrus, Species: Sativa): a potent combination of premium cannabis oil and flavours of sweet and creamy orange with hints of lemon and strawberry. This classic cone style 1g kief-coated infused blunt is packed with ground small batch, hang-dried whole flower, and finished with a Dutch crown for an elevated experience and smooth, even burn.

¹ Based on estimated retail sales from HiFyre, other third parties and provincial boards.



Tropic Crush Infused Blunt (Potency: 33-39%, Aroma Collection: Fruit, Species: Indica): a potent combination of premium cannabis oil and flavours of a tropical fruit medley of guava, berries and sweet pineapple. This classic cone style 1g kief-coated infused blunt is packed with ground small batch, hang-dried whole flower, and finished with a Dutch crown for an elevated experience and smooth, even burn.

Soar's 1g Infused Blunts are now available in BC and Alberta and will be available in Ontario in the months to come.

www.soarcannabis.com

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About Pure Sunfarms

Pure Sunfarms is one of the largest cannabis operations in the world with 2.2 million square feet of greenhouse space in Delta, British Columbia. The company currently operates within 1.1 million square feet, and has capacity to produce, sell and distribute 75,000 kilograms of high-quality, BC-grown dried flower annually for Canadian recreational and international markets, with the ability to expand annual output to 150,000 kilograms as needed. The company brings together decades of agricultural and legacy cultivation experience with best-in-class, large scale operational expertise, and is Canada's top-selling brand.

Pure Sunfarms products are available in Ontario, British Columbia, Alberta, Saskatchewan, Manitoba, Yukon, Northwest Territories, New Brunswick, and Newfoundland and Labrador at participating retailers and online through each region's respective distributor where applicable. Pure Sunfarms also provides cannabis to its affiliate ROSE LifeScience in Québec, other licensed producers in Canada and is EU GMP certified to export product internationally.

Pure Sunfarms is the licensed producer of record for Pure Sunfarms, The Original Fraser Valley Weed Co., Soar, Nowadays, and Super Toast. Pure Sunfarms is a wholly owned subsidiary of Village Farms International, Inc. (Nasdaq: VFF).

www.puresunfarms.com

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