



For Immediate Release

August 24, 2021

Laura Fuentes, Co-Founder of The Valens Company Subsidiary Green Roads, Recognized as Member of Forbes' Inaugural 50 Over 50: Vision List

Fuentes included among list of female visionaries who are shaping the future of science, technology and art

Kelowna, B.C., August 24, 2021 – The Valens Company Inc. (TSX: VLNS) (OTCQX: VLNCF) (the “**Company**,” “**The Valens Company**” or “**Valens**”), a leading manufacturer of cannabis products, announced today that Laura Fuentes, Co-Founder of its US-based subsidiary [Green Roads](#), has been recognized as a member of Forbes' inaugural [50 over 50: Vision List](#).

Forbes “50 Over 50” platform recognizes women who are shaping the future of science, technology and art, and is dedicated to highlighting women over the age of 50 who have achieved significant success later in life, often overcoming formidable odds or barriers.

Tyler Robson, CEO, Chair and Co-Founder of The Valens Company, said, “On behalf of the Valens team, we congratulate Laura on this recognition of her achievements in the field of cannabis. There are so few female leaders in the cannabis industry, which makes Laura’s contributions to breaking gender norms and shaping the future of our industry even more meaningful. We are proud of Laura and strongly believe she will continue to break barriers in our industry for years to come.”

Before co-founding Green Roads, Fuentes spent 25 years as a licensed compound pharmacist. Her personal and professional commitment to helping people improve their health through safe, natural remedies has driven Green Roads to lead the industry in product quality and consumer transparency. Under her leadership, the company was one of the first to require independent lab testing on every product batch and one of the first to make every lab report readily available to consumers.

In June 2021, The Valens Company [acquired Green Roads](#), at the time the largest privately-owned CBD company in the United States. Based in South Florida, the company produces an award-winning lineup of health and wellness products using hemp-derived CBD across a variety of consumer categories such as gummies, oils, topicals, capsules and other products in more than 10,000 stores.

At Valens, it's personal.

About The Valens Company

The Valens Company is a leading manufacturer of cannabis products with a mission to bring the benefits of cannabis to the world. The Company provides proprietary cannabis processing services, in addition to best-in-class product development, manufacturing, and commercialization of cannabis consumer packaged goods. The Valens Company's high-quality products are formulated for the medical, health and wellness, and recreational consumer segments, and are offered across all cannabis product categories with a focus on quality and innovation. The Company also manufactures, distributes, and sells a wide range of CBD products in the United States through its subsidiary Green Roads, and distributes medicinal cannabis products to Australia through its subsidiary Valens Australia. In partnership with brand houses, consumer packaged goods companies and licensed cannabis producers around the globe, the Company continues to grow its diverse product portfolio in alignment with evolving cannabis consumer preferences in key markets.

Through Valens Labs, the Company is setting the standard in cannabis testing and research and development with Canada's only ISO17025 accredited analytical services lab, named The Centre of Excellence in Plant-Based Science by partner and scientific world leader Thermo Fisher Scientific. Discover more on The Valens Company and its subsidiaries at <http://www.thevalenscompany.com>.

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Notice regarding Forward Looking Statements

All information included in this press release, including any information as to the future financial or operating performance and other statements of The Valens Company that express management's expectations or estimates of future performance, other than statements of historical fact, constitute forward-looking information or forward-looking statements within the meaning of applicable securities laws and are based on expectations, estimates and projections as of the date hereof. Forward-looking statements are included for the purpose of providing information about management's current expectations and plans relating to the future. Wherever possible, words such as "plans", "expects", "scheduled", "trends", "forecasts", "future", "indications", "potential", "estimates", "predicts", "anticipate", "to establish", "believe", "intend", "ability to", or statements that certain actions, events or results "may", "should", "could", "would", "might", "will", or are "likely" to be taken, occur or be achieved, or the negative of these words or other variations thereof, have been used to identify such forward-looking information. Specific forward-looking statements include, without limitation, all disclosure regarding future results of operations, future outcomes of transactions, economic conditions, and anticipated courses of action. Investors and other parties are advised that there is not necessarily any correlation between the number of SKUs manufactured and shipped and revenue and profit, and undue reliance should not be placed on such information.

The risks and uncertainties that may affect forward-looking statements include, among others, that the potential benefits of the Consolidation, including the effect on the Company's application to list its Common Shares on the NASDAQ, will not be achieved, Canadian regulatory risk, Australian regulatory risk, U.S. regulatory risk, U.S. border crossing and travel bans, the uncertainties, effects of and responses to the COVID-19 pandemic, reliance on licenses, expansion of facilities, competition, dependence on supply of cannabis and reliance on other key inputs, dependence on senior management and key personnel, general business risk and liability, regulation of the cannabis industry, change in laws, regulations and guidelines, compliance with laws, limited operating history, vulnerability to rising energy costs, unfavourable publicity

or consumer perception, product liability, risks related to intellectual property, product recalls, difficulties with forecasts, management of growth and litigation, many of which are beyond the control of The Valens Company. For a more comprehensive discussion of the risks faced by The Valens Company, and which may cause the actual financial results, performance or achievements of The Valens Company to be materially different from estimated future results, performance or achievements expressed or implied by forward-looking information or forward-looking statements, please refer to The Valens Company's latest Annual Information Form filed with Canadian securities regulatory authorities at www.sedar.com or on The Valens Company's website at www.thevalenscompany.com. The risks described in such Annual Information Form are hereby incorporated by reference herein. Although the forward-looking statements contained herein reflect management's current beliefs and reasonable assumptions based upon information available to management as of the date hereof, The Valens Company cannot be certain that actual results will be consistent with such forward-looking information. The Valens Company cautions you not to place undue reliance upon any such forward-looking statements. The Valens Company disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required by applicable law. Nothing herein should be construed as either an offer to sell or a solicitation to buy or sell securities of The Valens Company.