



TURNING POINT BRANDS ANNOUNCES THE LAUNCH OF DIRECTCBD.COM

NYSE **TPB**

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DirectCBD.com is a digital marketplace offering transparent pricing on CBD products from the industry's leading brands

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Turning Point Brands (NYSE: TPB), a leader in Other Tobacco Products and other alternative products industry, has announced the launch of [DirectCBD](#), an e-commerce marketplace offering a revolutionary approach to CBD sales. DirectCBD was created to upend the traditional approach to the retail and marketing of CBD products through the use of unique and transparent pricing for the best products available from trusted brands.

"With some analysts projecting sales in the billions, we are taking our experience with Direct Vapor to this rapidly growing market. At Turning Point, we continuously seek ways to meet the evolving preferences of our customers while providing exceptional products at fair prices. DirectCBD is another step forward in achieving that goal. DirectCBD will solve two issues for consumers – educating new adult consumers who are interested in the category but unsure where to start and providing a one stop shopping experience with broad selection and pricing transparency for current CBD consumers," said Larry Wexler, President and CEO of Turning Point Brands.

DirectCBD is revolutionizing how consumers purchase CBD products online with a standardized "per milligram of CBD content" pricing model, which provides clarity and transparency into an otherwise opaque area of personal wellness products. DirectCBD offers a curated catalog of world-class CBD products, each product having its own Certificate of Analysis and sourced only from the most conscientious and reputable manufacturers. Focused on education, quality, and choice – DirectCBD is setting a new standard for customer satisfaction in the CBD market.

The launch of DirectCBD provides Turning Point Brands with an additional outlet to utilize its expertise in the OTP category, offering diverse alternative products such as CBD. TPB's seasoned management team has over 100 years combined experience operating within federal, state, and local regulations for adult products, which applies directly to the rapidly developing CBD market. DirectCBD's mission is based on the fundamental idea that consumers have the right to know exactly what they're purchasing.

About Turning Point Brands, Inc.

Turning Point Brands, Inc. (NYSE: TPB) is a leading provider of Other Tobacco Products and alternative products, based in Louisville, Kentucky. TPB, through its focus brands, Stoker's® in Smokeless products, Zig-Zag® in Smoking products and VaporBeast® and VaporFi® in NewGen products, generates solid cash flow which it uses to finance acquisitions, increase brand support and strengthen its capital structure. TPB does not sell cigarettes. More information about the company is available at its corporate website, www.turningpointbrands.com.

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