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Ricky Williams Launches Cannabis-Based Wellness Brand

New brand leverages Williams' 15-years of experience in holistic health;

Targets new cannabis consumers who use herbal remedies as everyday wellness tools

SAN DIEGO, Calif. (March 20, 2018)— Former NFL athlete and Heisman Trophy winner, Ricky Williams, today extended his longtime advocacy for cannabis and his work as a holistic healer by launching Real Wellness by Ricky Williams (RW), a cannabis-based wellness brand created for the health-conscious cannabis consumer. RW enters the market with a thoughtfully curated line of cannabis-based wellness products derived from Williams' own formulations that can be incorporated into daily health routines.

“It’s a dream come true for me to merge my passion for healing and my fascination with plant medicines with my entrepreneurial spirit. Cannabis has played an important part in my healing journey, and I feel a responsibility to share what I have learned in the process,” said Ricky Williams, RW’s founder and brand leader.

RW’s initial product assortment contains six products that include either hemp-derived cannabidiol (CBD), tetrahydrocannabinol (THC) or a mix of both. Through carefully chosen delivery methods of salves, tonics and vape cartridges, all six products allow consumers to harness the positive effects of cannabis in a more conscious and controlled way. Additionally, the formulations draw on the wisdom of multiple herbal pharmacopoeias by incorporating various herbal extracts like arnica, lavender and turmeric to support certain conditions.

To help consumers easily select the products that meet their needs, RW’s line is organized into three distinct categories: *Solutions*, which targets occasional issues and includes the *Head Ease* and *Serenity Vape Cartridges*; *Everyday*, which helps with ongoing or recurring issues and includes the

Serenity Tonic and *Ricky's Choice Vape Cartridge*; and *Sport*, which helps activate the body for any activity and includes the *Maintenance and Repair Salve* and the *Optimize Tonic*.

“Ricky is a pioneer and a visionary—he’s always been ten steps ahead of what’s trending especially as it relates to eastern approaches to wellness,” said Linnea Miron, CEO of RW. “While most cannabis-related brands are still catering to today’s recreational user, we’re developing a brand for tomorrow’s wellness user who is primarily female and interested in alternative therapies. Our products are designed to help target certain conditions, which is a new way of approaching the cannabis market and one that complements the larger wellness movement.”

To ensure a commitment to product excellence, RW has partnered with OutCo to help cultivate, extract and develop its products. As Southern California’s largest, licensed, integrated cannabis company, OutCo is well-known for its high standards across every phase of product development. “Our entire line is inspired by my ongoing study of Ayurvedic and Chinese medicine. I’m constantly researching ancient healing formulas and then working with OutCo’s team of scientists to transform those formulas into products that fit our modern lifestyle,” added Williams.

Starting today at 1:50 p.m., RW’s product line is available at eleven dispensaries in San Diego: Outliers Collective, SD Natural, Ramona Cannabis Company, Harbor Collective, A Green Alternative, Golden State Greens, Mankind Cooperative, Apothekare, The Tree House Balboa and both Urban Leaf locations. RW is also available at three dispensaries in Orange County: From the Earth, Bud and Bloom, South Coast Safe Access and two dispensaries in Palm Springs: PSA Organica and Leaf Industries. RW products will be available in Los Angeles dispensaries within the next few weeks. Additionally, starting later this spring, consumers will be able to purchase RW’s CBD-only products online at its website. To learn more about RW, visit www.rw.life.

About RW:

Based in San Diego, Calif., RW is a unique line of herbal-based wellness products that can be incorporated into daily routines. Through our carefully chosen delivery methods of salves, tonics and vape cartridges, our products empower our clientele to harness the positive effects of herbs, like cannabis, in a more conscious and controlled way. With our products, even those who are trying cannabis for the first time can feel comfortable exploring its healing benefits. Through our commitment to quality, research and development, and cutting-edge cultivation and extraction

processes, our intention is to be your trusted partner for balancing your mind, body and soul through the use of cannabis as an everyday wellness tool. For more information, visit www.rw.life.

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