



JETTY Extracts Unveils High THC Line in the New Jersey Recreational Market
California Legacy Brand, Led by New Jersey Native, Ron Gershoni, Expands East Coast Presence with AYR Cannabis Dispensary.

Oakland, California and East Windsor, New Jersey, March 8, 2024 — JETTY Extracts, the pioneering California-based cannabis brand celebrated for its high-quality extracts, is thrilled to announce its homecoming to the New Jersey recreational market. This strategic move marks JETTY's fourth market (California, New York, and Colorado) and a homecoming for co-founder and CEO Ron Gershoni, a proud New Jersey native.

JETTY has been at the forefront of cannabis extraction since its establishment in 2013, consistently setting industry standards for clean, potent, and flavorful products. The brand has been a leader in innovation, notably releasing one of the first vape products free from fillers and cutting agents in 2014. Now, JETTY is bringing its award-winning portfolio to the emerging New Jersey market, with a commitment to authenticity and collaboration with local producers and retailers.

The New Jersey launch will showcase JETTY's High THC vape cartridge line, featuring six classic strains: Maui Wowie (best-seller), Pineapple Express, Blue Dream, Northern Lights #5, Alien OG, GPD, and Sour Diesel. Designed to provide users with a portable and discreet consumption method, JETTY's High THCVapes are made with real cannabis terpenes for a flavorful and elevated experience.

JETTY's High THC product line is now available exclusively at AYR Cannabis Dispensary's three New Jersey locations: Eatontown, Union, and Woodbridge.

"Seeing JETTY products on shelves in the Garden State has been a dream of mine since Co-Founding Jetty in 2013" stated Ron Gershoni, Co-Founder and CEO of JETTY EXTRACTS. "As a New Jersey native, it's a personal and professional milestone to bring Jetty back to my home state. My father was an inspiration for starting a cannabis business. He began using cannabis to mitigate back pain. This experience has pushed me and my co-founders to create the most pure and clean cannabis extracts. I'm delighted that now, for the first time, my father can purchase Jetty products legally where he lives. The potential for the New Jersey market is immense, and I am confident that our High THC line will resonate with consumers. This is just the beginning, and we look forward to introducing a broader range of products in the months ahead."

"We are thrilled to bring Jetty Extracts to New Jersey through this partnership" said Julie Winter, SVP, Market General Manager, NJ at AYR. "AYR is dedicated to providing a diverse selection of innovative, high-quality products and we anticipate Jetty's iconic line of vapes to be welcomed by our customers."

For wholesale inquiries, please contact JETTY EXTRACTS at newjerseysales@jettyextracts.com.

ABOUT JETTY EXTRACTS

Founded in San Diego, CA, JETTY is one of the original players in cannabis extraction. Since its founding in 2013, JETTY has been obsessed with creating the safest, cleanest, and most flavorful products. In 2014, it launched one of the first vapes free from fillers and cutting agents. Today, JETTY continues that legacy, bringing its clean, minimally processed cannabis extracts to new audiences.

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