

For Immediate Release

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Oasis Cannabis Company Announces Strategic Merger with Southwest Organic Producers, Redefining New Mexico's Cannabis Landscape

Albuquerque, NM - In an unprecedented move that signals a new epoch for the cannabis industry in New Mexico, Oasis Cannabis Company (OCC), a vanguard in the Albuquerque cannabis retail market, is delighted to declare a definitive merger with Southwest Organic Producers (SWOP), an esteemed local cannabis cultivator and retailer. This merger not only augments OCC's portfolio to an impressive 14 retail locations and one delivery service but also underscores a shared vision of providing an unparalleled consumer experience, marked by an expansive selection of superior, yet affordable cannabis products, cultivated with care by New Mexicans for New Mexicans.

A spokesperson for Oasis Cannabis Company articulated the essence of this merger with eloquence: "We stand at the cusp of a transformative alliance between two entities that have long championed the ethos of local ownership and operation within the cannabis domain. This merger is a celebration of our mutual dedication to fostering a customer-centric ethos, offering a broad spectrum of cannabis products that are not only accessible but also reflective of our unwavering commitment to quality and affordability. Together, we embark on a journey to sculpt a future where excellence in cannabis retail is not just expected but ingrained in our collective identity."

The integration of SWOP's six revered outlets into the Oasis ecosystem not only diversifies OCC's retail footprint but also heralds a significant expansion of its workforce, with total personnel projected to reach approximately 400 dedicated individuals. This expansion exemplifies Oasis Cannabis's commitment to stimulating local employment, enhancing product variety, and spearheading community outreach initiatives, thereby cementing its role as a pivotal player in legitimizing and advancing the cannabis industry in New Mexico.

Aaron Brogdon, CEO of Southwest Organic Producers, reflects on the merger with optimism: "This union with Oasis Cannabis Company opens a new chapter for SWOP, one where our shared commitment to cultivating premium-quality cannabis and delivering exceptional customer service converges with Oasis's expansive resources and market acumen. We are invigorated by the prospect of bringing our collective vision to fruition, ensuring that our customers continue to enjoy a diverse range of exemplary cannabis products. This merger is not just a growth strategy; it is a pledge to elevate the cannabis experience for our community."

In anticipation of this exciting new venture, Oasis Cannabis Company is committed to a comprehensive remodeling of the acquired SWOP locations, ensuring that each embodies the high standards and aesthetic synonymous with the Oasis brand. Details regarding the grand reopening of these locations will be announced, promising a series of celebratory events that will introduce customers to a revitalized shopping experience.

Oasis Cannabis Company is at the forefront of innovation within the industry, holding 25 unique intellectual properties with plans to expand this portfolio in alignment with the merger. This

initiative underscores Oasis's dedication to delivering cutting-edge products and services at competitive prices.

Rooted deeply in the cultural and entrepreneurial fabric of New Mexico, both Oasis Cannabis Company and Southwest Organic Producers share a common heritage and a unified vision. This merger is a testament to their collective resolve to ensure that access to cannabis is equitable, driven by a philosophy that marries exceptional customer service with a comprehensive product range. Customers can look forward to an enriched retail experience, characterized by competitive pricing, a robust rewards program, and unparalleled product diversity.

As this merger unfolds, Oasis Cannabis Company reaffirms its commitment to its employees, promising a nurturing environment that fosters professional growth and well-being, underscored by competitive compensation, comprehensive benefits, and a culture of inclusivity.

With this strategic merger, Oasis Cannabis Company and Southwest Organic Producers set a new standard for excellence in the cannabis industry, promising a future where quality, affordability, and customer satisfaction are not just ideals but the very pillars upon which their combined legacy will be built.

About Southwest Organic Producers (SWOP):

Southwest Organic Producers has been a pillar of the New Mexico cannabis community since the inception of the medical cannabis market, committed to educating consumers and providing the highest quality cannabis at fair prices. As a locally owned entity, SWOP has an intimate understanding of the community's needs and a deep respect for the cannabis plant, with a presence in key locations across New Mexico.

About Oasis Cannabis Company:

Oasis Cannabis Company is a beacon of New Mexico's entrepreneurial spirit, deeply ingrained in the local community with over a decade of experience in the cannabis sector. As a leader in the market, Oasis is dedicated to innovation, customer satisfaction, and making wellness accessible to all, exemplifying the true essence of a locally owned and operated cannabis enterprise.

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