



Glass House Brands Announces Appointment of Alison Payne, Heineken USA Chief Marketing Officer, to its Board of Directors

Ms. Payne brings decades of international marketing experience from Heineken, PepsiCo, Kellogg and Diageo, where she specializes in branding regulated consumer products

LONG BEACH, Calif. and TORONTO, January 29, 2026 — Glass House Brands Inc. (“Glass House” or the “Company”) (CBOE CA: GLAS.A.U) (CBOE CA: GLAS.WT.U) (OTCQX: GLASF) (OTCQX:GHBWF), one of the fastest-growing, vertically-integrated cannabis companies in the U.S., today announced the appointment of Alison Payne, a seasoned branding and marketing leader, to its Board of Directors effective January 27, 2026.

Ms. Payne fills the vacant seat on the Company’s Board vacated by the passing of long-term Board Member George Raveling in September 2025.

“Alison is a great person with proven ability to build brands, lead with innovation, and achieve results. She is an excellent addition to our Board given her background in regulated consumer products and extensive experience in marketing brands across international markets,” commented Kyle Kazan, Co-Founder, Chairman and CEO of Glass House. “This is a pivotal moment for Glass House as we prepare for the rescheduling of cannabis. Alison’s expertise and insights will be invaluable as we consider further growth and expansion opportunities in the coming year, including both geographic and product line diversification.”

Ms. Payne is an expert in branding and marketing, with extensive experience in driving brand growth across multiple categories including beer, spirits, snacks and breakfast foods in the US and Europe. She currently serves as the Chief Marketing Officer of Heineken, USA. During her career she held senior roles at PepsiCo, Kellogg Company, and Diageo. She received her BA in Commerce with a major in Marketing from The University of New South Wales and an MBA in Marketing & Strategy from The London Business School.

Ms. Payne said, “Throughout my career, I’ve been passionate about growing well-known consumer brands and helping companies achieve their strategic goals and enter new markets. I look forward to joining Glass House’s Board of Directors and building on its track record of innovation and leadership as it continues to expand.”

About Glass House Brands

[Glass House](#) is one of the fastest-growing, vertically integrated cannabis companies in the U.S., with a dedicated focus on the California market and building leading, lasting brands to serve consumers across all segments. Whether it be through its portfolio of brands, which includes [Glass House Farms](#), [PLUS Products](#), [Allswell](#) and Mama Sue Wellness or its network of retail dispensaries throughout the state of California, which includes [The Pharmacy](#), [Natural Healing Center](#) and [The Pottery](#), Glass House is committed to realizing its vision of excellence:

outstanding cannabis products, produced sustainably, for the benefit of all. For more information and company updates, visit www.glasshousebrands.com/ and <https://ir.glasshousebrands.com/contact/email-alerts/>.

Forward Looking Statements

This news release contains certain forward-looking information and forward-looking statements, as defined in applicable securities laws (collectively referred to herein as “forward-looking statements”). Forward-looking statements reflect current expectations or beliefs regarding future events or the Company’s future performance or financial results. All statements other than statements of historical fact are forward-looking statements. Often, but not always, forward-looking statements can be identified by the use of words such as “plans”, “expects”, “is expected”, “budget”, “scheduled”, “estimates”, “continues”, “forecasts”, “projects”, “predicts”, “intends”, “anticipates”, “targets” or “believes”, or variations of, or the negatives of, such words and phrases or state that certain actions, events or results “may”, “could”, “would”, “should”, “might” or “will” be taken, occur or be achieved. Forward-looking statements in this news release include, without limitation, statements regarding the Company’s financial outlook or operational plans and statements related to future market conditions. All forward-looking statements, including those herein, are qualified by this cautionary statement. Although the Company believes that the expectations expressed in such statements are based on reasonable assumptions, such statements are not guarantees of future performance and actual results or developments may differ materially from those in the statements. Accordingly, readers should not place undue reliance on forward-looking statements. There are certain factors that could cause actual results to differ materially from those in the forward-looking information, including those risks disclosed in the Company’s Annual Information Form available on SEDAR+ at www.sedarplus.ca and in the Company’s Form 40-F available on EDGAR at www.sec.gov. For more information on the Company, investors are encouraged to review the Company’s public filings on SEDAR+ at www.sedarplus.ca. The forward-looking statements and financial outlooks contained in this news release speak only as of the date of this news release or as of the date or dates specified in such statements. The Company disclaims any intention or obligation to update or revise any forward- looking information, whether as a result of new information, future events or otherwise, other than as required by law.

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