



Livewire Announces the Launch of Estrella River Farms Brand Portfolio with its Premier Pre-roll Collection in California

Anaheim, CA, February 24, 2023 -- LiveWire Ergogenics Inc. (OTC: LVVV), a company focused on acquiring, managing, leasing, branding, and licensing special purpose real estate properties and operations conducive to producing high-quality, handcrafted, and organically grown specialty cannabis products for medical and recreational adult-use in California today announces that Estrella River Farms has launched its next wave of value-added specialty products, the "Estrella River Farms" branded high-quality pre-rolls and Infused pre-rolls for distribution throughout California.

Bill Hodson, CEO of Livewire Ergogenics, states, "Several weeks ago, Estrella River Farms co-branded Live Resin vape cartridges, shipped its second wave of "Fatso" and "Wedding Pie" vape cartridges for statewide distribution throughout California. The product has been extremely well received, with high consumer praise regarding quality, taste, and purity. Accordingly, we have begun the Estrella-branded product line of cartridges to fill orders from our distributor. Based on this initial success, we are now following up with the third entry of our value-added specialty products of pre-rolls and infused pre-rolls. Several more "Estrella River Farms" branded products will follow shortly."



Bill Hodson continues, "The unique micro-climate on Estrella Ranch in Paso Robles and Makana Ola Farms in Humboldt, California, combined with our team's decade-long cultivation expertise to produce sun-grown high-quality organic-style cannabis products, allows us to convert the high-quality crops into a wide range of unique "Estrella Weedery" branded specialty products. The current value-added products range from high-quality pre-rolls and live resin vape cartridges to high-quality concentrates and bulk fresh-frozen and trim. Other newly developed Estrella Weedery products will ship in the weeks and months ahead. In addition to California's typical third-party distribution system, we are creating a more vertically integrated system that establishes a more reliable supply and distribution network and increases profit margins. Demanding customers genuinely appreciate the cultivation model of California sun-grown and handcrafted, high-quality, and organic-style products. Initial demand for these products is robust, and our product development, marketing, and distribution model commands higher profit margins for the company."

The Livewire Estate Grown Weedery

Estrella Ranch is a historic ranch property in Paso Robles, the center of California wine country. Through its subsidiary Estrella Ranch Partners, the Company has transformed this stunning property into the world's first "Estate Grown Weedery™," with three acres of high-end, organic sun-grown cannabis products, eventually meant to become the ultimate Cannabis tourist and education destination. Estrella Ranch is the central hub for all Livewire operations in California and shares valuable resources as needed with Livewire's subsidiary Makana Ola Ranch in Humboldt, California, the birthplace of California's cannabis cultivation. Makana Ola cultivates under a well-guarded secret of unique marijuana horticulture with a long tradition of quietly growing amongst the giant redwoods. The Livewire "Estate Grown Weedery" cultivation process focuses on the cost-effective production of the best quality organic-style cannabis in California while generating the smallest possible carbon footprint and using as few of California's energy resources as possible. Visit <https://estrellariverfarms.com>.

About LiveWire Ergogenics Inc.

The Company focuses on acquiring, managing, and licensing well-qualified cannabis real estate locations of fully compliant facilities to produce cannabis-based products for statewide distribution in California. This includes developing and licensing high-quality organic cannabinoid-based specialty products and services to create the high-quality "Estrella Estate Grown Weedery™" brand, cultivated by its subsidiary/affiliate companies Estrella Ranch Partners, Estrella River Farms, and Makana Ola Farms. LiveWire Ergogenics does not produce, sell, or distribute products that violate the United States Controlled Substances Act. For more information about LiveWire Ergogenics, visit www.livewireergogenics.com. For non-material updates, follow LiveWire Ergogenics on Twitter @livewireLWVV, or go to www.stockwatchindex.com/livewire-ergogenics.

Forward-Looking Statements

This release contains forward-looking statements within Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934. All forward-looking statements, predictions, and projections are inherently uncertain as they are based on current expectations and assumptions concerning the successful execution of planned future events or the Company's general future performance. Readers are cautioned not to rely on these forward-looking statements, which are only predictions and speak only as of the date hereof. In evaluating such statements, prospective investors should carefully review various risks and uncertainties identified in this release, the Company's Social Media postings, and matters set in the Company's SEC filings. These risks and uncertainties could cause the Company's actual results to differ materially from those indicated in the forward-looking statements.

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