

FOR IMMEDIATE RELEASE

# WILLIE'S RESCUE

HEMP FOR YOUR FURRY FAMILY™

## Willie Nelson's Hemp Company Introduces New Line of Hemp Products for Animals: Willie's Rescue

### Portion of Sales Proceeds Benefit Animal Rescue and Adoption Programs

LAS VEGAS—Aug. 20, 2019—GCH, Inc., [the development company co-founded by Willie Nelson and his wife, Annie Nelson](#), is adding another brand to its portfolio of popular cannabis and hemp product lines: [Willie's Rescue](#), an array of hemp products for internal and external use in dogs, cats and horses.

“Our mission is to utilize the benefits of the hemp plant to positively impact the lives of companion animals,” said Elizabeth Hogan, Vice President of Brands for GCH, Inc.

The brand is debuting at [SuperZoo](#), the most-attended pet industry trade show in North America. SuperZoo takes place Aug. 20-22 at the Mandalay Bay Resort in Las Vegas.

“Because we’ve settled on excellent manufacturers for a robust product set, we’re announcing the Willie’s Rescue line now, which allows us to start planning with retailers who want to carry the products,” Ms. Hogan said.

In addition to supporting animal health and wellness, philanthropy is central to the Willie’s Rescue brand: A portion of all sales will be donated to carefully selected local and national organizations that facilitate companion animal adoption and rescue programs.

The charities that Willie's Rescue will be supporting at launch include five Nevada rescue organizations: Furgotten Friends Dog Rescue, PAWsitive Difference, Wagging Tails Rescue, Southern Nevada Beagle Rescue and Best Chance.

"As longtime animal advocates and pet owners, our family believes that the hemp plant has benefited our own animals," the Nelsons said in a statement. "We want you and your best friends to experience the potential benefits of hemp. That's why we created Willie's Rescue and are donating a portion of each sale to help find loving homes for animals in need."

Development of this new product line for animals is supported by oversight and guidance from veteran experts in the pet care category, including Greg Forquer, Managing Partner at the consulting firm [PetsPhD](#). Mr. Forquer brings nearly three decades of experience in the pet products industry to his role chairing the Willie's Rescue Advisory Board.

By 2022, cannabis industry data analysts predict pet and animal CBD product sales will reach an estimated [\\$125 million](#), making this sector one of the fastest-growing categories in the CBD market.

Willie's Rescue joins two other Willie Nelson-inspired brands in the GCH roster: [Willie's Remedy](#), a line of hemp-infused products featuring full-spectrum hemp oil extract, and [Willie's Reserve](#), a separate line of licensed THC cannabis products.

Willie's Rescue products are slated to be in stores in early 2020.

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### **About Willie's Rescue**

[Willie's Rescue](#)™ is a line of hemp-based products for pets inspired by the thought leadership and advocacy of musician Willie Nelson. Willie's Rescue offers a range of specialized hemp-infused products for dogs, cats and horses. The brand supports companion animal adoption and rescue programs by donating a portion of sales to carefully selected local and national organizations, continuing the Nelson family tradition of supporting animal rescue and speaking out on behalf of animal rights.

Willie's Rescue joins sister brands [Willie's Remedy](#), a line of hemp-based wellness products [for people](#), and [Willie's Reserve](#), a line of licensed THC cannabis products.

Willie's Rescue, Willie's Remedy and Willie's Reserve brands are owned and operated by [GCH Inc.](#), a cannabis consumer products company founded with Willie Nelson to develop a portfolio of cannabis brands. For more information about GCH Inc. and future plans, please contact [investorrelations@gchusa.com](mailto:investorrelations@gchusa.com).