



PRESS RELEASE

DADIRRI LAUNCHES FIRST FRANCHISE

October 23, 2023 DENVER CO –

DADiRRI, a leading producer of premium-grade, lifestyle cannabis products, has announced the launch of their first franchise in Las Vegas, Nevada.

DADiRRI Nevada, opened for business on July 10, 2023, and took the market by storm. Making their first sale to a dispensary six weeks after startup, they had products on the shelves in 30% of Nevada dispensaries within three months. Margins of 30%-50% at start-up prove DADiRRI has a winning franchising formula, and a winning franchisee. Alyssa Lloyd, CEO of DADiRRI Nevada, a graduate of UNLV, an experienced corporate executive, and a seasoned entrepreneur/business owner, now takes the helm of DADiRRI Nevada as the first and only Black female to fully own a cannabis company in Nevada. Beyond that, Alyssa is a wife, a mom, and a community activist, energetically advocating for less fortunate youth, minorities, and women.

DADiRRI is a family owned and operated company whose founders have worked in the cannabis industry since the early days of legalization in Colorado. They are dedicated to providing not only quality products to their customers, but an exceptional environment for their employees through a caring and inclusive company culture. DADiRRI's mission is to offer top-quality products that promote the synergistic lifestyle and vibration of people, nature, and the cannabis experience. These values will be the foundation of DADiRRI Nevada, and all DADiRRI franchises to follow.

#livedadirriously

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