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JEETER BRINGS JOBS AND INVESTMENT TO ORANGE COUNTY, NY

North America's #1 Pre-Roll Brand Officially Launches in New York on September 5th

MIDDLETOWN, NY – September 5, 2025 – Jeeter, the #1 cannabis pre-roll brand in North America, is officially launching in New York, and it's making Orange County its home base. The company will open a state-of-the-art production facility in Middletown, NY, creating hundreds of new jobs in New York state and investing millions into the Hudson Valley's economy.

The Middletown facility marks a major milestone for Jeeter as it expands from California, Michigan, Arizona, Massachusetts, and Canada into the Empire State. For New Yorkers, this means the country's most in-demand pre-rolls are finally within reach. For Orange County, it signals a long-term partnership with a company committed to economic growth, community development, and innovation in the cannabis industry.

LOCAL LEADERS WELCOME JEETER TO THE COMMUNITY

Local officials are excited about Jeeter and its parent company, DreamFields, entering the community for a project that represents both economic promise and community revitalization.

"The City of Middletown is pleased to welcome DreamFields to our community as they establish part of their operation here," said **Middletown Mayor, Joseph DeStefano**. "This investment not only brings new life to a long-vacant factory building in our industrial zone, but it also creates well-paying jobs and new opportunities for our residents. Revitalizing empty industrial space with active, job-creating businesses has been a priority for us, and DreamFields' decision to locate in Middletown demonstrates confidence in our workforce and our city's future."

“The launch of this new manufacturing facility marks a major investment in our local economy,” adds **Orange County Executive, Steven Neuhaus.** “By breathing new life into a forgotten and vacant factory, this project will create well-paying jobs, stimulate economic activity, and further solidify our county’s role as a destination for innovative industries. We’re proud to support responsible growth and welcome new businesses that contribute to the revitalization of our communities. Equally important is the investment in our people. Through a strong partnership with SUNY Orange, we are building a robust local workforce pipeline that connects residents to education, training, and career opportunities in manufacturing and other high-demand sectors.”

State leaders also emphasized the project’s role in smart, sustainable development. “The Dreamfields project is smart economic development: good-paying jobs, community support, low/no adverse environmental impacts, and revitalizing a long-abandoned industrial building,” said **State Senator, James Skoufis**. “I join Middletown in welcoming this nationally-renowned company to the city and look forward to breathing new life into a derelict structure and Midland Avenue.”

Assembly Member, Paula Elaine Kay added: “An innovative, public-private partnership like this one is something we can all be proud of, especially when it demonstrates progress toward so many of our goals in the 100th Assembly District. It breathes new life into a dormant factory, establishes good jobs for local residents, and sets the stage for much-needed innovation and investment. I congratulate Major Joe DeStefano and the workforce development team at SUNY Orange and thank them for working so hard to make this project succeed.”

A COLLABORATION ACROSS COMMUNITY PARTNERS

The project was made possible through the combined efforts of local and regional leaders.

The project was made possible by close collaboration with local economic development partners. “The Orange County Partnership is proud to welcome DreamFields to Orange County, New York,” said **Conor Eckert, President & CEO of the Orange County Partnership for Economic Development**. “This strategic investment strengthens our region’s position as a competitive hub for advanced manufacturing and processing. By transforming a long-underutilized industrial site, the project will generate meaningful tax

revenue and create high-quality, well-paying jobs for local residents. DreamFields' decision to locate in Orange County reflects the continued momentum of our economic development efforts and our deep commitment to growing and diversifying the region's manufacturing economy."

Education leaders emphasized the importance of workforce readiness in making the most of this investment.

SUNY Orange leaders underscored the importance of education and training in ensuring that local residents benefit from Jeeter's investment. "Congratulations to the Orange County Partnership and the City of Middletown for attracting DreamFields to the city," said **Dr. Jean Leandre, SUNY Orange Vice President for Workforce, Strategy and Innovation**. "As the lead among the six local community colleges in the Hudson Valley Cannabis Consortium, SUNY Orange looks forward to helping our institutions partner with DreamFields in developing workforce training that can create a deep talent pool of employees in the region. Our consortium is currently conducting an analysis to better understand the cannabis-related workforce and economic needs specific to Orange County and the broader Hudson Valley. We believe those results will help us in future collaborations with DreamFields and others. We will also leverage our consortium advisory board, with representation from a variety of sectors including the Department of Labor, to support all segments of the regional cannabis industry."

Dr. Kristine Young, SUNY Orange President, added: "Collaborating with Conor and the Orange County Partnership in support of bringing companies like DreamFields and others to the Hudson Valley demonstrates SUNY Orange's commitment to our strategic plan. These efforts deepen the College's regional impact and invigorate workforce growth."

A CULTURAL POWERHOUSE ENTERS THE EMPIRE STATE

Founded in 2018 by a group of friends, Jeeter has become the **#1 pre-roll brand in North America**, known for bold flavors, premium packaging, and collaborations with cultural icons like the Bob Marley family, NBA legend Dwyane Wade, and National Lampoon. Co-CEO **Sebastian Solano** has spent the past several years building relationships with local leaders to ensure the company's New York presence aligns with Orange County's vision for growth.

“New York is a global stage for culture, creativity, and community,” said **Solano**. “We are honored to launch here and proud to call Middletown our home in the Empire State. This is about more than business—it’s about building relationships, creating opportunities, and becoming part of the community’s story.”

JEETER PRODUCTS FOR NEW YORK

To celebrate the debut, Jeeter is rolling out 15 quad-infused strains from its award-winning library, including national best-sellers Blueberry Kush and Strawberry Sour Diesel, plus Jeeter’s take on legends like Maui Wowie and Granddaddy Purp.

New Yorkers will also be the first in the country to try the exclusive Skywalker OG Infused Pre-Rolls, created specifically for the discerning palates of the city’s legacy cannabis community.

Available in Jeeter’s signature sizes:

- Baby Jeeter: Five .5g pre-rolls (2.5g total)
- Jeeter 1G: Single 1g pre-roll
- Jeeter XL: Single 2g pre-roll

SPECIAL LAUNCH EVENTS

To celebrate its arrival in New York, Jeeter is hosting a citywide welcome party with the immersive Mile High Experience pop-up and Jeeter Hook Up Day activations in local dispensaries from September 5th-7th.

Mile High Experience Pop-Up

Step into Jeeter’s airplane-inspired activation featuring real aircraft seating, playful “in-flight” photo ops, a limited-edition strain, and an exclusive *Pick Your Seat* video game where fans can get merch and limited-edition drops. Launching September 5 in New York, following successful pop-ups in CA, MI, MA, and AZ, this signature experience will continue to appear at select locations across New York well beyond opening weekend. For Mile High pop-up dates and locations visit https://www.jeeter.com/locations/new-york#mile-high

Jeeter Hook Up Days

Beginning launch week and continuing every week across New York, Jeeter Hook Up Days bring surprise product drops to dispensaries — all while celebrating the culture in a way only Jeeter can. This round, Jeeter is rolling out an **exclusive, unreleased 1 Gram Pre-Roll**, available ONLY at select locations with new spots announced every Tuesday.

Full event details and participating dispensaries are available at https://www.jeeter.com/locations/new-york#hook-up-day

WHERE TO FIND JEETER

Starting September 5th at 4:20 p.m., Jeeter will be available at dispensaries across Manhattan, Brooklyn, Queens, Staten, Long Island, and upstate New York. A full list of stores can be found at https://www.jeeter.com/locations/new-york#retailers with new stores being added soon.

MORE INFORMATION

For more information about Jeeter, its cannabis offerings, apparel lines, and events, visit www.Jeeter.com or follow on Instagram.

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ABOUT JEETER

Founded in 2018, Jeeter is now the #1 pre-roll cannabis brand in the United States, with a market share that continues to grow across California, Michigan, Arizona, Massachusetts, and Canada. In September 2025, Jeeter launched in New York state. Created by a group of close-knit friends—including two sets of identical twins—Jeeter draws on a rich background in music festivals and entertainment. The brand's founders were behind the wildly popular Life In Color EDM festival, which toured globally with acts like Zedd and Major Lazer.

Jeeter's rapid rise to the top of the cannabis industry can be attributed to its commitment to high-quality products, standout packaging, and celebrity collaborations. The brand has attracted partnerships with the Bob Marley family, NBA legend Dwyane Wade, and more recently, National Lampoon, further solidifying its position as a cultural leader in the cannabis space.

As an Inc. 5000 company, Jeeter has been featured in major publications such as Forbes, Rolling Stone, and CNBC, and continues to innovate at the intersection of cannabis, sports, music, and entertainment.