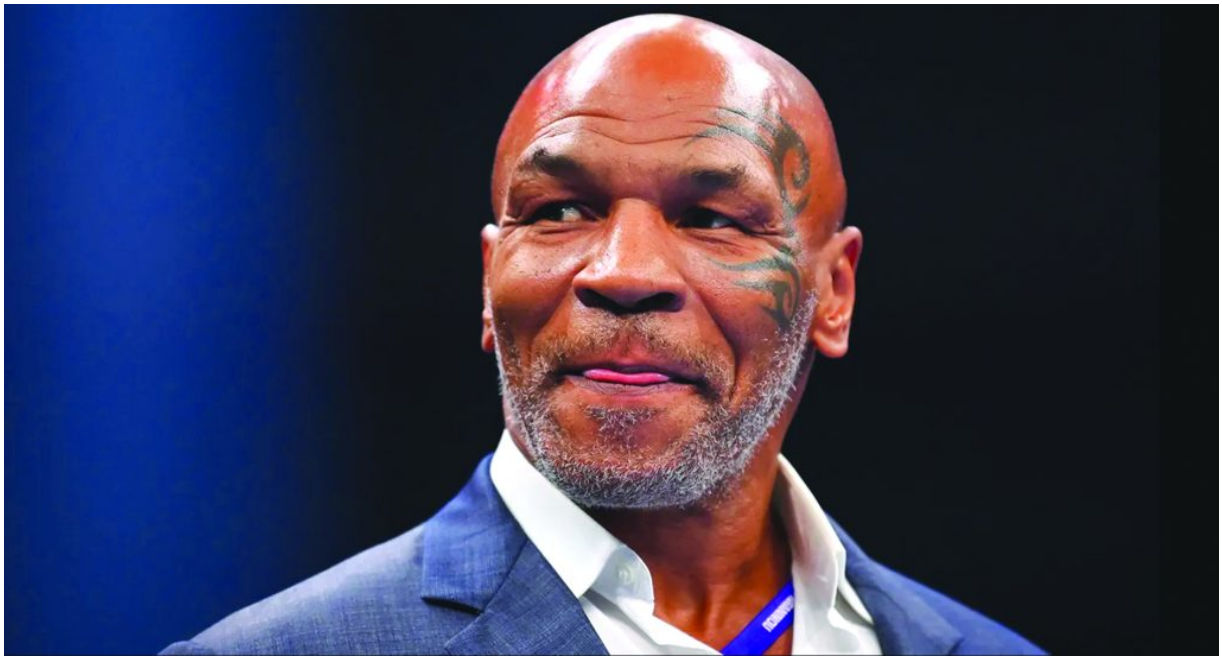
Mike Tyson’s 2.0 Cannabis Products Helps Find Balance in Life



Mike Tyson before a heavyweight fight between Tyson Fury and Francis Ngannou at Boulevard Hall October 28, 2023, in Riyadh, Saudi Arabia October

TYSON 2.0, Mike Tyson’s premier cannabis company, was formed to produce innovative, high-quality cannabis products. Mike’s use of Cannabis was based solely on relaxation and focus, which he believes had elevated him to reach greater heights during his boxing career. Mike said, “Cannabis has always played an important role in my life. Cannabis has changed me for the good, both mentally and physically, and I want to share that gift with others who are also seeking relief.” New York being the former heavyweight champion’s home, Tyson was super excited to promote his premium high quality Cannabis brand, TYSON 2.0, in collaboration with Hudson Cannabis at CONBUD in Manhattan. It was a moment of anticipation and hype as hundreds gathered at the cannabis dispensary to meet Tyson and get their hands on his products.

The products are being sold under the global brand house Carmahold Co. and tyson20.com. However, some challenges remain for Tyson and his partners in removing the stigma on the use of Cannabis and promoting their brands. Mike's dream move in the cannabis industry is just starting to boom, and he believes that legacy doesn't matter to him, what matters is "Just passing through, man. Passing through like everyone else." Mike shared an incident of an actual case survivor using Tyson 2.0 products with Stage 4 cancer, which was on the positive side. As Mike mentioned, "He started smoking and started getting well. He came down, and I met him. It speaks for itself."

Mike also shared his thoughts on why he should have used psychedelics during the peak phase of his career. "When you look at the whole scenario, it's just a bunch of guys transcending their particular sports to where they're icons. Who else would you want to have?" Tyson asked. "Ric Flair, Hulk Hogan on your team. We also got (rapper) future." Narrating his experience with Cannabis, he states that it has benefitted calming his well-being and body, where he was motivated and enthusiastic to a state to fight anytime with enthusiasm rather than with anger. In a conversation with Fox News Digital, Mike mentioned, "I had thousands of people text, FaceTime, or message me on Instagram where they appreciate that I opened up this business." They're on the verge of suicide – all the horrific things that happen to people on habitual stuff like cocaine or one of those ego-inflaming drugs. He added, "It humbles me. It makes me very grateful I'm participating in the cannabis business."

The Tyson 2.0 offers three flower lines: Greenhouse, sun-flower grown with slightly lower potency, higher potency indoor flower, and a special 'Toad' line of top-shelf strains inspired by Tyson's psychedelic toad-licking experiences. In Colorado, Tyson 2.0 will also offer Heavy Bags (1-ounce bags), and Tyson 2.0 will also sell pre-rolled joints, edibles, drinks, and marijuana concentrates. The brand offers a selection of cannabis flowers, concentrates, and consumables. Mike Tyson's and Evander Holyfield's collaboration of Holy Ears, cannabis-infused edibles, relates to the famous Mike Bite incident, hoping to be a quick-selling product as fun bites. It is estimated that the Cannabis industry in 2022 was $43.72 billion and is expected to reach $444.34 billion. Despite Mike's fame in the boxing arena, his engagement with the cannabis industry is rising. He is overwhelmed by the momentum the products in the market are gaining, and he relates that success to his use of marijuana, which he has said: "Saved my life."



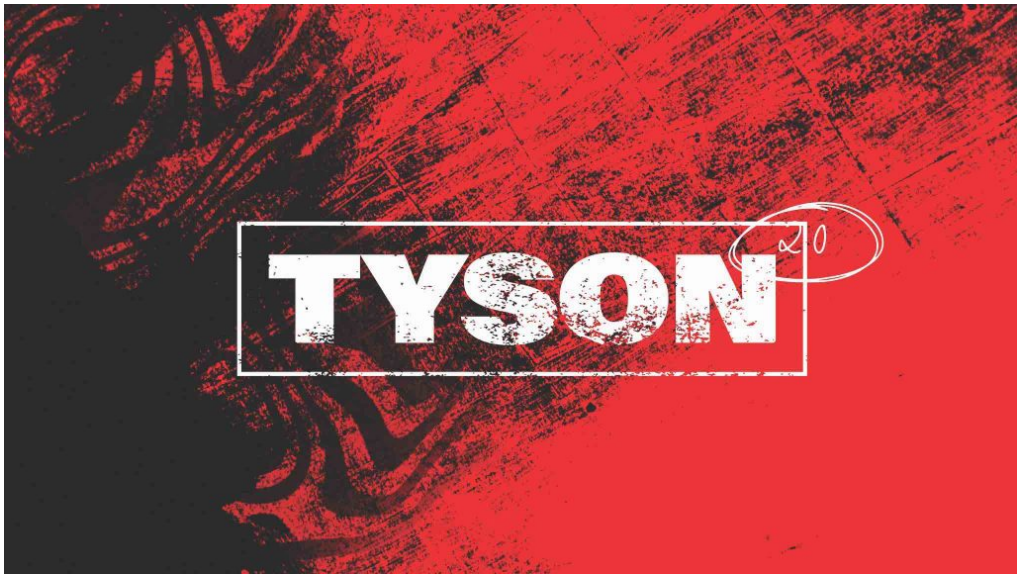
Mike Tyson’s Cannabis products are available in Mississippi.



Mike Tyson’s Tyson 2.0 cannabis products (Tyson 2.0).



TYSON 2.0 dominated the official launch in NYC.



Tyson 2.0