PREMIUM BRANDS HOLDINGS CORPORATION ANNOUNCES THE APPOINTMENT OF NEW DIRECTOR – RACHAEL VEGAS

VANCOUVER, B.C. – October 15, 2026 - Premium Brands Holdings Corporation (TSX:PBH) (the "**Company**") is pleased to announce it has appointed Rachael Vegas to its board of directors effective October 15, 2026.

Ms. Vegas is a senior retail and merchandising executive with nearly 30 years of experience across grocery, club, mass retail, e-commerce and consumer products. She currently serves as Chief Commercial Officer, Merchandising, Marketing & Digital at Walgreens, where she leads merchandising, owned brands, marketing, digital and loyalty and is responsible for the repositioning of the front-store business. Her earlier career includes senior roles at BJ's Wholesale Club, H-E-B, Brandless and Target, as well as formative grocery operating experience with Food Lion and Hannaford Supermarkets.

"Premium Brands is delighted to welcome Rachael to our board of directors" said Bruce Hodge, Board Chair of the Company. *"Rachael's extensive experience in the food industry, including marketing, merchandising and supply chain management, strengthens the Board in guiding the Company's next phase of growth, particularly in the US."*

About Premium Brands

Premium Brands owns a broad range of leading specialty food manufacturing and differentiated food distribution businesses with operations across Canada, the United States and Italy.

For further information, please contact George Paleologou, President and CEO, or Will Kalutycz, CFO, at (604) 656-3100.

www.premiumbrandsholdings.com