**Black Buffalo Expands Herd Rewards with In-Store Coupon Redemptions and New Camo Gear for Hunting Season**

CHICAGO, Oct. 9, 2025 /PRNewswire/ -- Black Buffalo Inc. is proud to announce a major enhancement to its Herd Rewards loyalty program, introducing in-store coupon redemptions and a seasonal drop of new camo-themed swag. These updates reflect the company's continued investment in supporting its growing retail footprint while ensuring loyalty members receive consistent value no matter how they shop.

Effective immediately, Herd Rewards members can now redeem points for coupons that are valid not only online and on subscription orders, but also in-store at participating retail locations. This update marks a significant step forward in Black Buffalo's ongoing commitment to retail partners and to age 21+ adult consumers of nicotine and/or tobacco who prefer the convenience of brick-and-mortar shopping.

"We are excited to continue to deliver the best omnichannel experience for our adult consumers," said Jeffery David, Black Buffalo's Co-Founder and Chief Brand Officer. "With this rollout, we're bringing the same digital benefits and seamless experience of our e-commerce shopping experience into the retail environment — because the in-store adult consumer is just as important as the online subscriber."

In addition to coupon redemption, Black Buffalo has introduced its receipt upload feature, allowing adult consumers to earn points on in-store purchases by submitting their receipts through the Herd Rewards portal. This ensures that every purchase counts, regardless of where that purchase occurs.

To coincide with the start of hunting season, Black Buffalo has also released new, limited-edition Herd Rewards merchandise featuring a camo-inspired design. These seasonal items are available exclusively through the Herd Rewards catalog and reflect Black Buffalo's connection to tradition, heritage, and the outdoors.

The updated rewards functionalities are powered in part by Yotpo, the loyalty platform that supports the Herd Rewards program.

"Black Buffalo achieved what we hope for all of our loyalty brands - they found a way to meet their customers where they are, and are rewarding them for their loyalty with perks that their customers have actually asked for. Their effective omnichannel strategy allows customers to engage with the program in a way that is one of the most effective retention strategies we've witnessed in the space," said Omri Cohen, Yotpo's COO and Co-Founder.

As Black Buffalo continues to scale both its retail and e-commerce presence, initiatives like these reinforce its long-term commitment to innovation, compliance, and building lasting loyalty among age 21+ adult consumers of nicotine and/or tobacco.

**About Black Buffalo**

Founded in 2015, Black Buffalo has created America's leading smokeless tobacco alternative products, backed by over 25,000 hours of research and development. The Company is a 4-time recipient of the Inc. 5000 Fastest-Growing Private Companies in America award (most recently in 2025), and Black Buffalo has won major Best New Product awards from the convenience trade.

Black Buffalo smokeless tobacco alternative products are sold in-store and online. To learn more about Black Buffalo, visit the **Company's website** or use the Company's **store locator** to find Black Buffalo products at a local retailer near you. Interested retailers may contact **wholesale@blackbuffalo.com** to learn more about Black Buffalo.

Certain Black Buffalo smokeless tobacco alternative products contain pharmaceutical-grade, tobacco-derived nicotine, which is an addictive chemical, and all of Black Buffalo's products are intended for adults aged 21 and older who are consumers of nicotine or tobacco.

**Black Buffalo's Forward-Looking Statements**

*Any projections or other estimates herein are forward-looking statements and are based upon certain assumptions that Black Buffalo Inc. ("Black Buffalo," the "Company," "we," "us," "our," "ours," et. al as noted in context herein) has deemed reasonable. Financial, market, economic or legal conditions, the performance of the Company, regulatory developments, and other factors could cause actual results to differ materially from those set forth in the forward-looking statements herein. The business and prospects of the Company may have changed materially since the date hereof. Some of the factors that could cause actual results to differ materially from the forward-looking statements contained herein include, without limitation: (i) the contraction or lack of growth of markets in which we compete and in which our products are sold, (ii) unexpected increases in our expenses, including manufacturing expenses, (iii) delays or cancellations in spending by our suppliers or customers, (iv) delayed action on or issuance of marketing denied orders in response to our Premarket Tobacco Product Applications, or other negative actions taken by, the U.S. Food and Drug Administration, and (v) the impact of pandemics or natural disasters on our sourcing operations and supply chain. Forward-looking statements in this release are made pursuant to the safe harbor provisions contained in the Private Securities Litigation Reform Act of 1995.*

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