

Insa Expands PA Medical Line with Connected, Alien Labs

Insa Inc. Partners With Connected International Inc. to Bring Connected and Alien Labs Premium Genetics to Pennsylvania's Medical Marijuana Market

Insa Inc., an independent medical and adult-use cannabis company, has announced an official partnership with Connected International Inc., marking a significant expansion of premium West Coast marijuana brands into Pennsylvania's medical marijuana market. Through the collaboration, Insa will bring Connected and its sister brand, Alien Labs, to patients across the Commonwealth.

The partnership expands Insa's premium product portfolio with nationally recognized genetics and strains cultivated under Connected's renowned quality standards. For Pennsylvania patients, the agreement represents increased access to some of the industry's most sought-after flower genetics and branded products.

Connected has built a loyal following across the West Coast for its commitment to elite genetics, meticulous cultivation practices and category-leading consistency. The company is widely recognized for its hands-on approach to pheno-hunting and maintaining tight quality controls from seed to sale.

"This partnership underscores our commitment to elevating the patient experience in Pennsylvania," said Peter Gallagher, co-founder and CEO of Insa. "By collaborating directly with Connected, we are bringing some of the most respected genetics and brands in California to our medical marijuana community, expanding access to premium, high-quality products that patients have been asking for."

Initial Rollout Introduces Permanent Marker, Gelato 41, Biscotti and Other Recognized Strains to Patients Across the Commonwealth

Through Insa's established cultivation and retail footprint in Pennsylvania, patients can now experience several of Connected's most recognized strains. Products are available at select participating dispensaries statewide.

The initial lineup includes Permanent Marker, Ambrosia, Gelato 41, Silver Spoon, Biscotti, Ghost OG and Cherry Marker—strains that helped build Connected's reputation in competitive West Coast markets. The Pennsylvania launch aims to replicate the same genetic integrity, terpene profiles and cultivation precision that define the brand's identity.

"We don't just hand our genetics to anyone. Insa gets it; they're as serious about quality and execution as we are," said Caleb Counts, founder and CEO of Connected. "They have the infrastructure, the discipline, and

frankly, the respect for what we do. We're building for the long haul, and Insa's the partner in Pennsylvania we trust to deliver Connected and Alien Labs the way they should be, no compromises."

Alien Labs Set to Debut in Late March With Krypto Chronic, Gemini and Other Market Moving Strains

Following the Connected rollout, Alien Labs is scheduled to debut in Pennsylvania in late March. Known for distinctive genetics and bold strain profiles, the brand will further expand patient access to high-demand cultivars.

The anticipated launch will feature strains including Krypto Chronic, Gemini, Biskante, Dark Web, Xeno, Atomic Apple and XJ-13—names that have generated significant attention in other regulated markets.

Both companies emphasize that the partnership reflects a shared philosophy around selective collaboration. Connected and Alien Labs align only with operators who demonstrate a comparable commitment to quality and execution, company leaders said.

Built on an obsessive focus on genetics, precision cultivation and ongoing pheno-hunting, Connected and Alien Labs maintain ownership and refinement of their strains to exacting standards. The Pennsylvania expansion is designed to deliver the same premium, market-leading products that established the brands as category leaders on the West Coast.

Connected products are currently available at select dispensaries across Pennsylvania, including Insa's retail location in Newtown Square. Alien Labs products are expected to follow soon, with patients encouraged to check with their local dispensary for availability.

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