Hydrofarm Names Eric Ceresnie Chief Executive Officer, Positioning Company for Its Next Phase of Growth

November 19, 2026

Leadership transition follows successful recapitalization and debt elimination; William Toler to become Executive Chairman effective January 1, 2027

SHOEMAKERSVILLE, Pa., Nov. 19, 2026 (GLOBE NEWSWIRE) -- Hydrofarm Holdings Group, Inc. ("Hydrofarm" or the "Company") (Nasdaq: HYFM), a leading independent manufacturer and distributor of branded supplies and equipment for controlled environment agriculture ("CEA"), today announced a planned leadership transition designed to build on the Company's recent recapitalization, strengthen its operating structure, and position Hydrofarm for its next phase of growth.

Effective January 1, 2027, Eric Ceresnie will become Chief Executive Officer, succeeding William Toler, who will transition to the role of Executive Chairman of the Board of Directors. Mr. Ceresnie has been with Hydrofarm since 2018, most recently serving as Senior Vice President of Corporate Development and International Markets, with responsibility for strategy, operations and the Company's international business.

Leadership Transition Builds on Continuity and a Strengthened Balance Sheet

The leadership transition follows Hydrofarm's recently completed recapitalization, which eliminated $109 million of debt and approximately $12 million in annual debt service, significantly strengthening the Company's balance sheet and providing a foundation for its next chapter.

"Eric has an exceptional understanding of our business, our customers and the industry, and has been a significant contributor to Hydrofarm over the past eight years," said William Toler. "We are fortunate to have a proven internal leader ready to take on the position at this important point in the Company's evolution. With our recapitalization completed and the balance sheet substantially strengthened, the timing is right for me to transition to Executive Chairman and support Eric and the leadership team as they focus on execution, commercial growth and long-term shareholder value."

"It is an honor to lead Hydrofarm into its next chapter, and I want to thank Bill for his leadership and the foundation he has helped build," said Eric Ceresnie. "I am pleased to take the helm of our debt-free [(i)], leaner and more focused business, with a strong foundation to build upon."

"The priorities are clear: execute consistently across our core business, return the Company to profitability, and invest in the areas where we see the greatest opportunity. These include our brands, commercial sales channel, international markets, organics and logistics services platform. We will remain disciplined in our capital allocation, focused on operational performance and committed to building sustainable, long-term value for our stockholders."

An Experienced Leader with Deep Knowledge of Hydrofarm

Mr. Ceresnie has served in strategic and senior leadership roles at Hydrofarm for eight years, including contributing to the Company's initial public offering, and leading acquisitions, operational consolidations, international expansion, strategic divestitures and the recent recapitalization.

Prior to joining Hydrofarm, Mr. Ceresnie was a Partner at Hawthorn Equity Partners, Inc. Previously, he served as a Vice President at Monomoy Capital Partners; a Vice President at Ernst & Young LLP; and the Vice President of Strategy and Finance at Sleep Innovations. He began his career at Kearney as a Senior Business Analyst advising Fortune 500 clients.

Mr. Ceresnie holds bachelor's and master's degrees in Industrial and Operations Engineering from the University of Michigan, where he graduated with honors as a Fellow of the Tauber Institute for Global Operations and the Engineering Global Leadership Honors Program.

President Transition Further Simplifies Operating Structure

Mark Parker, President of Hydrofarm, will be stepping away, effective December 31, 2026. Following his departure, the Company will eliminate the President position, with its responsibilities assumed by the executive leadership team. The change reflects the streamlined operating structure Hydrofarm has established over the past two years.

"Mark has been a steady and respected leader through one of the most demanding periods in Hydrofarm's history," said William Toler. "He helped protect our customer and supplier relationships while we reshaped the business around our proprietary brands and strengthened our operations. Hydrofarm is stronger today because of his contributions, and on behalf of the Board of Directors and the entire leadership team, I want to thank Mark for his dedication and wish him continued success."

About Hydrofarm Holdings Group, Inc.

Hydrofarm is a leading independent manufacturer and distributor of supplies and equipment for controlled environment agriculture, including plant nutrition, growing media, horticultural lighting and climate control solutions, spanning a portfolio of proprietary and select partner brands. The Company manufactures its proprietary plant nutrition and growing media brands in Eugene, Oregon, and, through its logistics services platform, provides third-party warehousing, fulfillment and distribution services across a wide range of industries.

For nearly 50 years, Hydrofarm has helped growers make growing easier and more productive. The Company's mission is to empower growers, farmers and cultivators with products that enable greater quality, efficiency, consistency and speed in their grow projects.

Cautionary Note Regarding Forward-Looking Statements

Statements contained in this press release, other than statements of historical fact, are “forward-looking statements” within the meaning of the U.S. federal securities laws and are subject to risks and uncertainties. These include, among others, statements regarding the leadership transition and its expected timing and effects; the Company’s ability to effectively transition the Chief Executive Officer role and facilitate continued leadership succession; the Company’s return to positive Adjusted EBITDA; its strategic priorities and growth plans, including its proprietary brands, logistics services, international markets, commercial-grower channel and potential expansion into adjacent categories; its capital allocation plans; and its ability to maintain compliance with the Nasdaq Stock Market’s continued listing standards.

Forward-looking statements generally can be identified by words and phrases such as “guidance,” “outlook,” “projected,” “believe,” “target,” “predict,” “estimate,” “forecast,” “strategy,” “may,” “goal,” “expect,” “anticipate,” “intend,” “plan,” “foresee,” “likely,” “will,” “should” or similar expressions. Actual results could differ materially from those expressed or implied by these statements. Additional information concerning factors that could cause actual results to differ materially is included in the Company’s Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q and other filings with the Securities and Exchange Commission. The Company undertakes no obligation to update these forward-looking statements, except as required by law.

(i) *Hydrofarm maintains an immaterial amount of ‘Other debt’ comprised of a foreign subsidiary’s revolving line of credit and mortgage.*

Investor Contact ir@hydrofarm.com