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CSE: BITE | FWB: JL4

NEWS RELEASE

Blender Bites Announces Change of CFO and Corporate Secretary

February 13, 2025 – Vancouver, British Columbia – Blender Bites Ltd. (the “**Company**”, “**Blender Bites**” or “**Blender**”), (CSE: **BITE**, FWB: **JL4**, WKN: **A3DMEJ**), a multi-award-winning Canadian company involved in the development and marketing of a line of premium, frozen functional food and beverages, is pleased to announce the appointment of Mr. Mike Iannone, as interim Chief Financial Officer and Corporate Secretary of the Company, effective immediately.

Mr. Iannone brings over 12 years of experience in financial management, reporting, and transaction advisory services across the U.S., U.K., and Canada for both public and private enterprises. He began his career at Grant Thornton in Canada, earning his CPA, CA designation, before transitioning to the financial services sector. He held key roles within the Strategic Finance department at Lloyd’s Banking Group in the U.K. and later led the finance team’s foreign exchange retail division at Travelex North America in New York, U.S.

Mr. Iannone has been involved in corporate finance and operations for Blender Bites for the past three years. Specializing in scaling financial operations, Mr. Iannone has worked with public companies and high-growth startups to implement financial systems, optimize resources, and drive strategic initiatives. His expertise in corporate finance and operational efficiency has been instrumental in helping organizations navigate complex financial landscapes and achieve their growth objectives.

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Mr. Iannone replaces Mr. Geoff Balderson who resigned from the roles of Chief Financial Officer and Corporate Secretary. The Company is grateful to Mr. Balderson for his service as an officer.

ABOUT BLENDER BITES

Blender Bites is a multi-award-winning Canadian company involved in the development and marketing of a line of premium frozen beverage products with a focus on functionality. Blender Bites was founded in 2017 and quickly became a leader in the “easy smoothie” category in North America. With a focus on better-for-you ingredients and convenience, the Company is proud to be pre-portioned without the use of any inner plastic packaging. Blender Bites products are certified organic, non-GMO, gluten free, dairy free and soy free and contain functional ingredients such as whole food vitamins, collagen, and probiotics. Blender Bites 1-Step Smoothies and 1-Step Frappes are distributed across Canada and the US, and are currently sold in over 7000 stores, including Walmart, Albertsons, HEB, Whole Foods and Publix.

On behalf of the Board of Directors,

Blender Bites Limited

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