

Promino Nutritional Sciences Inc. Achieves E-Commerce Milestones for Rejuvenate Muscle™ Activator on Amazon.com

BURLINGTON, ON – February 20, 2025 - Promino Nutritional Sciences Inc. (CSE: MUSL) (OTC: MUSLF) (FRANKFURT: 93X) (the "Company" or "Promino") announces that Rejuvenate Muscle™ Activator is rapidly gaining traction on Amazon.com, reinforcing the Company's e-commerce revenue growth as the brand hits its stride in the New Year. With consumers increasingly seeking better-for-you health solutions, Rejuvenate Muscle™ Activator has seen an over 500% increase in units sold in January 2025, with gross margin approximating 60%. This has placed Rejuvenate Muscle™ Activator number 67 on Amazon's Protein Supplements ranking.

As Americans recognize Rejuvenate Muscle™ Activator as a cleaner, low-calorie, dairy-free alternative to conventional whey protein, unit sales and revenue has followed suit.

Changing the Landscape for Muscle Health and Weight Management

Rejuvenate Muscle™ Activator is uniquely formulated to support individuals using GLP-1 drugs for weight loss and bariatric patients, offering an innovative muscle-building solution that aligns with their nutritional needs. Unlike conventional whey protein, Rejuvenate Muscle™ Activator:

- Contains only 5 calories per serving
- Is dairy-free, sugar-free, plant-based, keto-friendly, and vegan
- Provides superior muscle support for building and retaining strength
- One serving builds the same amount of muscle as 40g of whey protein isolate, making it the most efficient, low-calorie, and easy-to-drink muscle-building solution available

Gaining Traction with Amazon

Rejuvenate Muscle™ Activator's Amazon.com unit sales increased rapidly in January and are on pace to reach 1,000 units per month in February. The momentum continues to build as more consumers discover the benefits of this innovative muscle health supplement.

Management Commentary

"Rejuvenate Muscle™ Activator is daily muscle health made simple. Muscles are the source of strength, vigor, and stability. Every adult needs adequate protein consumption to combat muscle loss that happens as we age," said Vito Sanzone, Chief Executive Officer of Promino. "Amazon is the cornerstone of our e-commerce strategy, as major retailers increasingly embrace products with strong online sales velocity, high ratings, and robust consumer reviews."

To purchase Rejuvenate Muscle™ Activator on amazon.com, [click here](#).

About Promino

Promino is an innovative and research driven Canadian nutraceutical company specializing in the development of patented and science-based products for the global consumer packaged goods market, with a portfolio focused specifically on muscle health. Promino's lead product, Rejuvenate Muscle™ Activator, is a patented proprietary formulation that is clinically proven to assist in the building, rebuilding, restoration and rejuvenation of natural muscle mass. Promino also offers Promino™, an elite performance supplement for both professional and amateur athletes to accelerate muscle recovery, build strength and accelerate recovery from injury. Promino was founded in 2015 and is located in Burlington, Ontario.

To learn more about Promino, visit www.drinkpromino.com.

For more information about Rejuvenate Muscle™ Activator and where to purchase, visit www.rejuvenatemuscle.com.

Forward-Looking Statements

This news release contains "forward-looking information" and "forward-looking statements" (collectively, "forward-looking statements") within the meaning of applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. All statements that address activities, events, or developments that the Company expects or anticipates will, or may, occur in the future, are forward-looking statements, including statements regarding the Company's business prospects, potential growth in the functional beverage market, future trends, plans and strategies. In some cases, forward looking statements are preceded by, followed by, or include words such as "may", "will," "would", "could", "should", "believes", "estimates", "projects", "potential", "expects", "plans", "anticipates", "continues", or the negative of those words or other similar or comparable words. In preparing the forward-looking statements in this news release, the Company has applied several material assumptions, including, but not limited to, that protein supplement market growth will continue as anticipated by the Company, and that general business and economic conditions will not change in a materially adverse manner. These forward-looking statements are based on reasonable assumptions and estimates of management of the Company at the time such statements were made. Actual future results may differ materially as forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to materially differ from any future results, performance or achievements expressed or implied by such forward-looking statements. Although the forward-looking statements contained in this news release are based upon what management of the Company believes, or believed at the time, to be reasonable assumptions, the Company cannot assure shareholders that actual results will be consistent with such forward-looking statements, as there may be other factors that cause results not to be as anticipated, estimated or intended. Readers should not place undue

reliance on the forward-looking statements and information contained in this news release. The Company assumes no obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors.

No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein.

For further information about Promino:

Vito Sanzone, CEO, vsanzone@drinkpromino.com, 289-348-1970 ext. 222

Marc Charbin, Investor Relations, marc.charbin@loderockadvisors.com, 416-467-5229