



Sponsors
One™

www.sponsorsone.com
info@sponsorsone.com

News Release

SponsorsOne Launches Doc Wylder's Line of Infused Lemonades

Company's first Ready to Drink ("RTD") product line is launched from the acquisition of Premier Beverage Consortium ("PBC") in the RTD market, projected to reach \$25 Billion by 2025

Waterloo, Ontario, November 10, 2020, SponsorsOne Inc., (CSE: SPO) (Frankfurt: 5SO), (OTC:SPONF), a company that utilizes its proprietary platform that combines digital marketing, wholesale and retail distribution, branding, and operational & funding capital, giving it a competitive first-mover advantage in rapidly selling proprietary brands focused in the Alcohol, Functional Beverage and Hemp Sectors, announced today that its first entry is the Doc Wylder's line of Infused Lemonades. The Company had previously announced that it acquired Premier Beverage Consortium LLC ("PBC") of Redondo Beach, California. Doc Wylder's provides the Company with a significant entry in the rapidly emerging RTD's and Hard Seltzer's market. This category is projected to have revenues of tens of billion dollars through 2025.

The new Doc Wylder's product line consists of Lemonades in four types. Lemonade infused with Vodka, Lemonade infused with Tequila, Lemonade and Berry infused with Vodka and a Lemonade infused with Bourbon, all packed in a 12 oz/4pack. The aluminum bottle has a stunning graphic and is recyclable, resealable.

Myles Bartholomew, CEO of SponsorsOne, said: "This product line perfectly fits the current trends of this rapidly expanding category. It is low alcohol, low calorie with no added sugar, and non-GMO. It is also using the most popular spirits for the infusion. Vodka, Tequila, and Bourbon are the largest and fastest-growing segments in the beverage alcohol category. We feel that the product perfectly fits the needs of today's consumer demands and preferences. There is cross over from Beer and Wine Consumers along with the Hard Seltzer consumer. The target is to begin opening national distribution in January and be positioned in stores and other venues starting in the spring. Doc Wylder's will target off-premise distribution in the U.S. and Canada. It is also perfect for on-premise private venues such as golf courses, country clubs, stadiums, recreational locations and other non-retail venues."

For more information on the Doc Wylder's "Ready to Drink" product line: www.docwylders.com

About SponsorsOne Inc.

SponsorsOne is the leader in the next evolution of digital marketing through influencer marketing, storytelling, and digital-commerce with the SponsorCoin platform and its highly scalable – smart contract-based digital-currency. Combined, this allows brands to build and manage exclusive and highly engaged communities of influencers (from pro to micro-influencers) within the social realm. The SponsorCoin platform provides for data-driven marketing campaigns that will change the way brands connect with their customers. SponsorCoin is a tool for brands to inspire real



Sponsors
One™

www.sponsorsone.com

info@sponsorsone.com

movements around their products and services. Their most valuable customers become their best salespeople, producing far higher ROI than current social media advertising methods. SponsorsOne, through its wholly owned subsidiary, SponsorsOne Media Inc., provides full creative and Brand building/management services to all our Brands and manages the influencer communities for each Brand. If the Brand wants to get big – fast, our wholly-owned subsidiary S1 Brands Inc. will build a wholesale/retail distribution channel for the Brand acting as a master distributor. S1 Brands provides sales and marketing on behalf of the Brand to its vast network of national wholesalers and retailers and provides purchase order financing to assist the Brand fulfilling every order. Ownership of the Brand combined with distribution, digital marketing innovation, and capital is the winning formula to build the next billion-dollar Brand. To learn more, please visit www.sponsorsone.com

Contact: info@sponsorsone.com

ON BEHALF OF THE BOARD

Gary Bartholomew, Executive Chairman

The Canadian Securities Exchange ("CSE") has neither approved nor disapproved the contents of this Press Release.

Forward-Looking Statements

This news release contains forward-looking statements and information that are based on the beliefs of management and reflect the Company's current expectations. When used in this news release, the words "estimate", "project", "belief", "anticipate", "intend", "expect", "plan", "predict", "may" or "should" and the negative of these words or such variations thereon or comparable terminology, are intended to identify forward-looking statements and information. Such statements and information reflect the current view of the Company with respect to risks and uncertainties that may cause actual results to differ materially from those contemplated in those forward-looking statements and information.

By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the following risks:

- risks associated with marketing and sale of securities
- the need for additional financing requirements and access to capital, reliance on key personnel
- the potential for conflicts of interest among certain officers or directors with certain other projects
- the volatility of the volume and price of the Common Shares, the failure of the business strategy, the integrity of the Company's patents and proprietary intellectual property and competition.



Sponsors
One™

www.sponsorsone.com
info@sponsorsone.com

The Company cautions that the foregoing list of risk factors is not exhaustive and is subject to change and there can be no assurance that such assumptions will reflect the actual outcome of such items or factors. When relying on the Company's forward-looking statements and information to make decisions, investors and others should carefully consider the foregoing factors, and other uncertainties and potential events, including the risk factors, set out in the Company's Listing Statement. The Company has assumed a certain progression, which may not be realized. It has also assumed that the material factors referred to above will not cause such forward-looking statements and information to differ materially from actual results or events.

THE FORWARD-LOOKING INFORMATION CONTAINED IN THIS NEWS RELEASE REPRESENTS THE EXPECTATIONS OF THE COMPANY AS OF THE DATE OF THIS NEWS RELEASE AND, ACCORDINGLY, IS SUBJECT TO CHANGE AFTER SUCH DATE. READERS SHOULD NOT PLACE UNDUE IMPORTANCE ON FORWARD-LOOKING INFORMATION AND SHOULD NOT RELY UPON THIS INFORMATION AS OF ANY OTHER DATE. WHILE THE COMPANY MAY ELECT TO, IT DOES NOT UNDERTAKE TO UPDATE THIS INFORMATION AT ANY PARTICULAR TIME EXCEPT AS REQUIRED IN ACCORDANCE WITH APPLICABLE SECURITIES LEGISLATION.

¹ <https://www.marketwatch.com/press-release/craft-spirits-market-size-to-grow-at-a-cagr-of-2533-during-the-forecast-period-20202025-2020-09-16>

² <https://www.grandviewresearch.com/press-release/global-rtd-high-strength-premixes-market>