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info@sponsorsone.com

News Release

SponsorsOne adds Witold Ostrenko to its Board of Directors as an Independent Director

Mr. Ostrenko to Chair the Company's compensation committee and join the audit committee

Waterloo, Ontario, November 23, 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 building, launching and selling proprietary brands focused in the craft Alcohol, Functional Beverage and Cannabis Sectors, today announced that it has added Wit Ostrenko to its Board of Directors as an Independent director. In addition to his regular board duties, Mr. Ostrenko will be chairman of the Company's compensation committee and a member of the audit committee.

From 1990 to 2014 Mr. Ostrenko served as President and CEO of the MOSI Science Center in Tampa, Florida, and was responsible for board development, strategic planning and fundraising. During his tenure, Mr. Ostrenko oversaw \$120 million USD in capital raises and grew MOSI to 73 acres, 318,000 square feet of facilities including its primary science center, IMAX theater, charter school, NASA sponsored lunar colony and children's science center. Mr. Ostrenko guided the development of MOSI to the 6th largest Science Center in the United States. Mr. Ostrenko also served at the President of the International Association of Science and Technology Center ("ASTC") serving over 500 institutions in nearly 50 countries. In his role as ASTC President, Mr. Ostrenko traveled worldwide in support of ASTC member institutions and their critical role in supporting education in science and technology.

Mr. Ostrenko said: "I am excited to join the SponsorOne team to see, firsthand, how the Company continues to leverage technology to disrupt traditional methods of marketing, distribution and brand building. To put online tools into the hands of individuals and compensate them to support their favorite brands, is an amazing and unique approach in these uncertain times.

Myles Bartholomew, CEO of SponsorsOne, added: "Wit's lifelong work with high net worth individuals and government entities to strategically plan to support education in science and technology, brings a very unique set of skills and perspective to our board of directors".

Additionally, the Board of SponsorsOne and the management team wishes to thank Mr. Stephen Barley for over 5 years of service as an independent director and has formally accepted his resignation.

About SponsorsOne Inc.



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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 movements around their products and services in which 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 as well as 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 in 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



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strategy, the integrity of the Company's patents and proprietary intellectual property and competition.

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.