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News Release

SponsorsOne to Add Direct To Consumer ("DTC") Sales Channel for Distilled Spirits

Initial Product Line Will Be Its Exclusive Line Of Doc Wylder's Spirits; eCommerce Store Planned To Open Mid-January 2021 And Will Ship DTC In 31 States.

Waterloo, Ontario, January 4, 2021, 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 it plans to open its direct to consumer ("DTC") store mid-January with its flagship product Doc Wylder's.

SponsorsOne's wholly-owned subsidiary Premier Beverage Consortium LLC ("PBC") will launch a fully integrated eCommerce site built with Shopify, allowing eligible purchasers to purchase our exclusive brands direct. PBC has developed a complete warehousing, fulfillment, and direct shipping platform with external complaint providers. PBC plans to offer exclusive products online direct to consumers allowing us to build communities around each Brand

Doc Wylder's product in a 4 pack, 8 pack, and 15 pack will be the first offering directly to consumers. Under the rules, 10 states legally allow DTC sales of distilled spirits, including Alaska, Arizona, Connecticut, Hawaii, Kentucky, Nebraska, Nevada, New Hampshire, North Dakota, Rhode Island, and Washington, D.C., as well as military bases. For the other 21 States, licensed retailers are used to fulfill the DTC orders. Currently, DTC channels for wineries is considered a mature channel. Only three states do not allow direct shipping from wineries, Alabama, Mississippi and Utah. According to data from Sovos Ship Compliant and Wines Vines Analytics, the DTC wine channel grew by 7.4% in 2019 to \$3.2 billion. To help put this in perspective Statista is projected that the entire U.S. Whisky category will be \$16.6 billion in 2020. They are projecting the entire spirits category to have \$76.8 billion in total revenue. DTC for Distilled Spirits is currently in its infancy stage and PBC intends to lead in the DTC category leveraging its premium Brands that are under development in-house and the use of the SponsorCoin platform for building online communities around each Brand.

Myles Bartholomew, CEO of SponsorsOne, said: " We have created relationships which make us compliant in 31 States. With our internal team of brand builders and content creators, we expect to premiere every Brand direct to the consumer while leveraging influencers as the key marketing channel."



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

About SponsorsOne Inc.

SponsorsOne is the leader in the next evolution of brand creation and 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 the 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. 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. For making the Brand big, our wholly-owned subsidiary S1 Brands Inc. builds wholesale/retail distribution channels 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. Premier Beverage Consortium LLC, is a wholly owned subsidiary and is brand building for the global spirits market with its flagship "Ready to Drink" product called Doc Wylders.. 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.

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.