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News Release

SponsorsOne Announces Branding For Its Recently Revealed Portfolio Of Distilled Spirits Products

Whiskey, Bourbon, Vodka, Gin All Find Their Inspiration And Roots In The Historical Culture Of Texas

Waterloo, Ontario, January 19, 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 the branding for its portfolio of distilled spirits.

Myles Bartholomew, CEO of SponsorsOne, said: “We’re very excited about the branding with deep ties to Smithville Texas, the town where the Texas Declaration of Independence and the Texas Constitution was drafted. Our products are a collaboration with a boutique distiller source local grains and ingredients to develop this premium line of distilled beverages with a distinct Texas’ personality”.

Ron Miranda, CEO & President of Premier Beverage Consortium (PBC), (a wholly-owned subsidiary of the Company), stated: “Having cultivated many global distillery relationships over the years, allowed me to produce many quality products and bring this expertise to this development effort. I have recently worked with this Smithville Master Distiller to blend and produce our product line up.”

Smithville Bourbon is the name for our line-up of Bourbons and Whiskeys, including the following expressions – six-year Bourbon, four-year Bourbon, Rye Whiskey, and a Four Grain Whiskey. Our Bourbon and Whiskey line derive their name from Smithville. Smithville’s name was as a result of a coin toss.

Four Corners Vodka, our boutique vodka, has been handcrafted from local, small production farms, enabling us to produce the smoothest, finest tasting Vodka available. The name Four Corners inspiration is the four grains used along with the four corners in the central part of the town of Smithville.

Riverview Gin is a compilation of proprietary local and statewide botanicals carefully blended to create the most aromatic expression while providing flavors rarely captured in a bottle. Riverview derives its name from the many early families who settled in Smithville; and lived on the Colorado River.



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Currently, we are finalizing samples to deliver to retailers and distributors across the USA, Canada, and International. As well, our distilled spirits product line up will be offered directly to consumers through our eCommerce platform. Product availability will be late Q1 to early Q2 2021.

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

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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.



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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.