



Sponsors  
One™

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## News Release

### **SponsorsOne Secures Initial Retail Orders for Doc Wylder's: Eastern USA Distribution Network Begins to Grow**

*Retailers And Distributors Quickly Signed For New York, New Jersey, Pennsylvania,  
Connecticut, And Delaware*

**Waterloo, Ontario, March 1, 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 has received purchase orders for Doc Wylder's to be on retailer shelves mid-April, 2021.

Myles Bartholomew, CEO of SponsorsOne, said: "The initial response from retailers and distributors for Doc Wylder's has been very strong. The product is uniquely positioned in the "Ready to Drink" market, and the branding is equally attractive to male and female buyers. These orders represent the start of the summer selling season and will be on the shelves of liquor and grocery stores in April."

Below are some comments from the first retailers in New Jersey.

Don Carter, Wine & Spirits Specialist. CS, WSET L3, for **ShopRite Wine & Spirits**, said: "I would like to confirm that 4 of the Inserra ShopRite Wine & Spirits stores have committed to a total of 84 cases of the Doc Wylder's RTD. I have alerted our other six stores that you will be visiting, and I am convinced we will be interested in building this Brand in all of our locations."

Ray Stecky of Ronetco ShopRite Wine and Spirits, which represents nine stores in New Jersey, stated: "Really love the packaging, looks great. I will take Doc Wylder's in all nine stores with 10 to 25 cases per store depending on store volume".

Our goal is to have most of the USA covered with distribution and retail availability by the time the summer buying season commences. We are currently making final distributor presentations to cover the following additional states: Florida, Georgia, Michigan, Illinois, Missouri, Kansas, and Oklahoma. We are focusing our efforts from east to west due to the unique selling seasons in those regions.

These distributors have also made commitments to carry our Smithville Bourbons and Whiskies, our Riverview Gin, and our 4 Corner's Vodka.



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Due to our anticipated growth, we are in the process of hiring brand ambassadors to represent our portfolio and be the local face of our brands and do staff training.

For more information on our products, the following link is provided:  
<https://www.premierbeverageconsortium/>

### **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](http://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.



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.