



Sponsors
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News Release

SponsorsOne Announces Another Key Distribution Agreement Targeting Las Vegas And Southern Nevada

The focus will be on Doc Wylder's for the Casino Patios, Golf Courses, and Outdoor Events

Waterloo, Ontario, April 27, 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 we have executed a distribution agreement with Johnson Brothers to cover Southern Nevada for the distribution of Doc Wylder's (a Ready to Drink "RTD" spirit) in a key marketplace, including Las Vegas.

Myles Bartholomew, CEO of SponsorsOne, said: "Las Vegas is a key market for Doc Wylder's, and securing this distribution agreement will give us access to all the casinos and major outdoor venues for this summer. We expect numerous outdoor events this summer due to the current pandemic issues, and we want to make sure Doc Wylders is at every venue".

Johnson Brothers is still family-owned and one of the leading wine, spirits, and beer distributors, providing world-class service to customers and operating in 26 states with 3,500 team members.

In a recent report from IWRS (<https://www.theiwsr.com/whats-driving-rtd-innovation-in-the-us/>), IWRS stated: There is, however, an untapped opportunity for brands to offer premium trade-up opportunities for consumers, and one way they can do so is by using a premium spirit as a base. Brandy Rand, COO Americas at IWRS, explains: "Today's consumer not only seeks out convenience but also quality, resulting in opportunities for trade-up alternatives for RTDs – something which is yet to be fully realized."

Rand adds, "one angle of great potential for premium RTDs points to spirit-based products as opposed to malt or fermented sugars. As more spirit-based RTDs come to market, increased premiumization of the category is anticipated."

Doc Wylder's is a spirit-based RTD with only premium spirits, lemonade, and berry, producing one of the highest quality drinks in the market today.

SponsorsOne is advertising on the "Doc Wylder's Boat" with a full branded wrap to support the local marketing. The 105-foot-long party boat is the largest boat on Lake Mead, and its maiden voyage begins on May 4th. Every Monday will be industry night where staff from on-premise and Casinos will enjoy Doc Wylder's while cruising Lake Mead. Weekends are for rental by the general public, and the boat is sold out for six months. The Doc Wylder's Boat will be hosting bachelor



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parties, reunions, industry events, and private parties. Each group will enjoy the lake experience while being served Doc Wylder's.

Please follow Doc Wyder's social media to track how Doc Wylder's is adding a little more life and fun to the party that's desperately needed today.

For more information on Doc Wyler's 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

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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.