



## News Release

### **SponsorsOne Completes Western USA Distribution Footprint**

#### *Adds Washington, Arizona, and New Mexico for Doc Wylder's Distribution*

**Waterloo, Ontario, May 11, 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 growing its proprietary brands focused in the Alcohol, Functional Beverage and Hemp Sectors, announced today it had executed distribution agreements to cover Washington State, Arizona, and New Mexico to complete the distribution coverage within the Western USA.

Myles Bartholomew, CEO of SponsorsOne, said: "This now completes our footprint for the Western and Eastern United States, locking up distribution to many thousands of retail locations. Order flow is very robust into these Distributors, and we expect to see Doc Wylder's on the shelves of retailers late May to early June".

The IWSR, the most trusted, accurate, and widely used source for beverage alcohol trends in the world, stated in a November 2020 press release: <sup>1</sup>

"The Ready-to-Drink (RTD) Sector was the Only Category to See Growth in 2020. Low- and No-Alcohol Segment will Continue to Resonate with Consumers In terms of specific categories, only the ready-to-drink (RTD) sector will see volume growth this year (+43%), largely driven by strong performance in the US, which is the largest RTD market in the world by volume. Global consumers have shown a propensity for refreshing, flavourful and longer-to-consume drinks, which bodes well for RTDs. The category is also well suited to the off-premise, which further boosted its popularity during lockdowns. RTDs are expected to post volume gains of +21.8% compound annual growth rate 2019-2024, stealing share primarily from the beer category. In the US, the RTD category will be bigger by volume than the spirits category by the end of this year."

From flavour to function, the RTD category, including hard seltzers, is growing as consumer demand for convenience is growing at an ever-increasing pace. Driven by factors such as wellness, cocktail culture, quality ingredients, premiumization, daytime, and outdoor consumption RTDs have evolved to capture key consumption trends.<sup>2</sup>

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<sup>1</sup> <https://www.theiwsr.com/wp-content/uploads/IWSR-Global-Beverage-Alcohol-Performs-Better-than-Expected.pdf>

<sup>2</sup> <https://www.theiwsr.com/global-ready-to-drink-alcohol-strategic-study/>



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While currently, the top three markets make up over 70% of global RTD volumes, emerging markets are quickly scaling up to keep pace as younger generations demand on-the-go products that don't compromise on taste."<sup>3</sup>

As the Company completes its USA distribution footprint, we will begin establishing distribution in top markets worldwide. Discussions have already commenced in Canada and Mexico. In addition, discussions are starting with additional Co-Packers allowing us to move closer to the distribution channels reducing shipping costs well-scaling volume to meet demand.

For more information on Doc Wyler's, go to [www.docwylders.com](http://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](http://www.sponsorsone.com)

Contact: [info@sponsorsone.com](mailto: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

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<sup>3</sup> <https://www.theiwsr.com/global-ready-to-drink-alcohol-strategic-study/>



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.