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News Release

SponsorsOne Increases Production Capacity to Meet Demand for Doc Wylder's

Large Scale Co-Packer set to Scale Production with Facilities on both Coasts of the USA

Waterloo, Ontario, May 25, 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 the execution of a co-packing/production agreement with Brand Force LLC, in Southern California and a partnership with Power Brands.

Myles Bartholomew, CEO of SponsorsOne, said: "Demand for Doc Wylder's has exceeded our existing production provider's capacity, and we are excited to partner with Brand Force, who will produce Doc Wylder's on both coasts. Producing on both coast reduces logistics costs and time to market as we scale Doc Wylder's across the USA and internationally".

This new production relationship will facilitate up to 200 cans per minute four times faster than our current provider capacity and represent 50,000 cases per month. We further plan to engage with Brand Force's supply chain, representing significant cost savings. Additionally, bottling options outside the USA could be provided as we expand our distribution internationally.

MarketWatch Mag, recently on April 13, 2021, stated: "Looking to meet demand for convenience and selection, spirits-based premixed cocktails are often neatly stacked near cash registers of beverage alcohol retailers. This strategy is paying off as spirits-based RTD sales revenue grew nearly 40% in 2020 to \$489 million, according to the Distilled Spirits Council (DISCUS). The segment is expected to eclipse \$500 million this year and heading toward the \$1 billion club. Retailers could have sold more, but supply couldn't meet high demand. It's driven by consumers' demand for variety and convenience—two converging factors leading to massive opportunity." (<https://www.marketwatchmag.com/spirits-based-premixed-cocktails-grow-in-the-off-premise/>)

For more information on Doc Wylders: <https://www.docwylders.com/>

For more information on Premier Beverage Consortium (a wholly owned subsidiary of SponsorsOne Inc.): <https://premierbeverageconsortium.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



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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



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- 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.