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News Release

SponsorsOne Announces Signing of the Second Largest Wine and Spirits Distributor in the USA – Republic National Distributing Company (RNDC) to Distribute Doc Wylder's

Ready to Drink Spirits market is forecasted to be bigger than wine in the US by the end of 2021, the IWSR forecasts¹.

Waterloo, Ontario, August 10, 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, is pleased to announce that Republic National Distributing Company ("RNDC") has entered into a distribution agreement for Doc Wylder's.

Myles Bartholomew, CEO of SponsorsOne, said: "This is another major milestone in the development of our national distribution strategy, especially in support to reach all major national retailers. The ready-to-drink market ("RTD") is one of the fastest-growing markets in the Spirits sector, and we continue to see tremendous interest in Doc Wylder's. The analyst expects RTDs to gain 22% volume share of total beverage alcohol in the US by 2025, up from 9.6%² share currently, and we intend to be part of this gain".

RNDC, a self-proclaimed "distribution powerhouse"³, is one of the nation's leading wholesale beverage alcohol distributors, specializing in wine and spirits. Through their online application, eRNDC, a centralized portal for new product setup, features & key services, they provide 24/7 product search, fulfillment & account management, enabling their efficient customer management tools to maximize added value, sales-driving activities. eRNDC enhances and streamlines customer and supplier relationships while elevating existing sales team execution, customer service, distribution, and product expertise.

RNDC, a world-class distributor of fine wines and spirits in North America, has operations in Alabama, Arizona, California, Colorado, District of Columbia, Florida, Georgia, Indiana, Kentucky, Louisiana, Maryland, Michigan, Mississippi, Nebraska, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, South Carolina, South Dakota, Texas, Virginia, and West Virginia.

RNDC will start distributing Doc Wylder's in the State of California.

For more information on Doc Wylder's, go to www.docwylders.com



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About Republic National Distributing Company

With roots extending before Prohibition, RNDC is one of the nation's leading wholesale beverage alcohol distributors, specializing in wine and spirits. As the preferred partner for alcohol producers who value the three-tier system, RNDC serves as a brand-building and product expert liaison between suppliers and those who sell or serve alcoholic beverages. Customer service, product expertise, and execution excellence are the hallmarks of our enduring success. By closely monitoring evolving market trends, we understand the unique needs of our customers and consumers. Our knowledge in the process and craft of alcoholic beverage production fuels our passion for the art of selling lifestyle products.

For more information: <https://www.rndc-usa.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 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 in 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 Wylder's. 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

^{1,2} <https://www.thespiritsbusiness.com/2021/06/rtds-to-become-second-biggest-alcohol-category-in-us/>

³ <https://www.rndc-usa.com/erndc/>

ON BEHALF OF THE BOARD
Gary Bartholomew, Executive Chairman

Field Code Changed



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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



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UPDATE THIS INFORMATION AT ANY PARTICULAR TIME EXCEPT AS REQUIRED IN ACCORDANCE WITH APPLICABLE SECURITIES LEGISLATION.

