



Sponsors  
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## News Release

### **SponsorsOne Announces Its Doc Wylder's Alcohol-Infused RTD (Ready-to-Drink) Lemonades Will Be Carried By Kroger's Subsidiary Ralphs In California.**

*Ralphs Grocery Company Is A Division Of The Kroger Company Based In Cincinnati , Ohio;  
Kroger Is The Largest General Grocery Retailer In The US*

Waterloo, Ontario, August 24, 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 Doc Wylder's has been authorized by Ralphs in Southern California. The product for the initial orders is currently in production in Southern California.

Myles Bartholomew, CEO of SponsorsOne, said: "The largest retailers in the USA are beginning to carry Doc Wylder's; this is a testament to the quality of the product. Drinking less but drinking better is a long-term trend that has been shaping the spirits industry for the last ten years, and it has been amplified and accelerated as people looked to trade up as a way of treating themselves. We expect outdoor socializing to be big as the world begins to open up again. As such, the appreciation for premium is also trickling into other drinks categories, particularly in the ready-to-drink (RTD) space. The demand for Doc Wylder's is growing daily."

IWSR<sup>1</sup> notes: "RTD innovation has been driven by consumer-centric, as opposed to product-centric, trends, allowing the category to expand its appeal and gain a robust relevance in a variety of consumption occasions. Principally, brands have capitalized on the health and wellness movement by creating iterations that are low in sugar and alcohol and contain natural or organic ingredients." Doc Wylder's capitalizes on this trend with no sugar, gluten-free, and only one carb, combined with premium craft alcohol: vodka, tequila and bourbon.

Ralphs Grocery Company operates a supermarket chain in California. The Company operates 465 "Ralphs" stores in the Southern and Northern regions of California and the Midwest. Ralphs also operates 800 food and drug stores in 11 states through its Fred Meyer, Inc. subsidiary.

Ralphs is a subsidiary of Kroger, which has nearly 2,800 stores in 35 states under two dozen banners and annual sales of more than \$132.5 billion; Kroger today ranks as one of the world's largest retailers.

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



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<sup>1</sup> [https://www.theiwsr.com/wp-content/uploads/IWSR-Global-Alcohol-Forecasts-Press-Release-June-2021\\_Final.pdf](https://www.theiwsr.com/wp-content/uploads/IWSR-Global-Alcohol-Forecasts-Press-Release-June-2021_Final.pdf)

### **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](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.



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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.