



Sponsors  
One™

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## News Release

### **SponsorsOne Secures Distributors in Illinois to supply the US Midwest**

*The expansion of our national distribution continues adding the Midwest to Western, Southwest, Southeast, and Northeastern existing distribution partners*

**Waterloo, Ontario, September 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 growing its proprietary brands focused in the Alcohol, Functional Beverage and Hemp Sectors, is pleased to announce that Doc Wylder's will be distributed in the Midwest by Loius Glunz Beer, Koerner Distributor, and G&M Distributors all located in Illinois.

Myles Bartholomew, CEO of SponsorsOne, said: "We continue to build our national distribution channel for our Ready to Drink products and Premium Spirits, ensuring we can service both local and national retailers across the US. We continue to see demand for natural ingredients with sophisticated flavors in this high growth RTD market, and Doc Wylder's is centered directly in this market."

The following distributors are now approved to distribute Doc Wylder's:

#### **Louis Glunz Beer (Lincolnwood, IL)**

Over the last 126 years, Louis Glunz Beer, Inc. has adapted to the many changes in the industry from Prohibition, The Great Depression to the current day surge in Micro and Specialty beers and use of technology in our everyday lives. Adapting to these many changes in the community, market and industry is what sets us apart from the other distributors in the area. The Company is dedicated to quality service and to educating its customers and the public about beer tastes and trends.

#### **Koerner Distributor (Effingham, IL)**

Family-owned and operated since 1982, Koerner Distributor, Inc. has grown to become one of the largest beverage distributors of beer, wine, liquor, and non-alcoholic beverages in the great state of Illinois. The headquarters are located in Effingham with satellite offices in Carterville, New Baden, and Champaign. Four locations enable us to serve 66 of the 102 counties in Illinois.

#### **G&M Distributors (Dixon, IL)**

Since 1946, G & M Distributors, Inc. has been family-owned and grown to become one of the largest beverage distributors of beer, wine, spirits, soft drinks, and more in the state of Illinois.



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We're located in Knox County in Galesburg, IL, and in Lee County in Dixon, IL. We are proud to serve many Illinois locations with a variety of brand-name, high-quality products.

### **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.

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.