



Sponsors  
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## News Release

### **SponsorsOne Launches Primero Hemp Smokes Brand to the Latin American Market**

*Initial launch set for export to Mexico, South America and Latin American markets in the USA.*

Waterloo, Ontario, October 20, 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 the launch of the Primero Hemp Smokes brand targeted at the Latin American markets domestically and internationally.

Myles Bartholomew, CEO of SponsorsOne, said: "Primero Hemp Smokes is our lead brand in this category and we are very pleased to offer a high quality, organic grown product to the Hemp Smokes marketplace. Our focus was to partner with high production organic growers and manufacturing to ensure consistent quality at high volumes to meet the emerging demand as tobacco and marijuana smokers consider switching to Hemp based smokes."

According to Nielsen Research and Hemp Industry Daily<sup>1</sup>, hemp smokes are providing the premier opportunity in the cannabis industry that will increase dramatically over the next five years and revenues will likely exceed that of commercial marijuana producers. In addition to marijuana cannabis smokers, cigarette smokers are moving to hemp. The Hemp Smokes market is expected to exceed \$300-400 million by 2025 in the USA alone. Internationally this forecasted number could double depending on the regulations around CBD derived Hemp.

Primero Hemp Smokes will contain 20 smokes per pack and 10 packs per case. Each smoke contains 15 mg of CBD. All product complies with the Federal law definition of Industrial hemp which restricts Delta 9 THC to a limit of 0.3% on a dry weight basis. In fact, test results often indicate that hemp used by our manufacturer has THC levels far below the legal limit, often certified as "undetected". No hemp is received by or allowed in the manufacturer's facilities without being 100% compliant with the 2018 Federal Farm Bill definition of industrial hemp.

Further, certified testing of the THC levels, pesticides, heavy metals, molds, microbials is undertaken numerous times before, during, and on completion of production. Testing is also conducted on the seeds before planting, of the soils and irrigation water supply. The crops are planted on organic soils and only organic materials and methods are used. Precise production records are created so that every finished product is 100% traceable back to the seed, the farm lot and continuing throughout the manufacturing process to the final product.



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Production of the Pimero Hemp Smokes begins in November 2021, and is expected to scale up to meet international demand through 2022.

For more information on Primero visit: <https://www.primerohempsmokes.com/>

<sup>1</sup><https://hempindustrydaily.com/exclusive-smokable-hemp-market-worth-up-to-80-million-for-2020-with-five-fold-growth-predicted/>

### **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



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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.