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SponsorsOne Announces 2nd Hemp Smokes Brand Named Suede For Domestic Markets

Hemp Smokes "Suede" Brand joins Primero Hemp Smokes Brand

Waterloo, Ontario, November 2 , 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 a second Hemp Smokes brand "Suede" for the domestic markets. This announcement is on the heels of a recent press release where the Company announced, Primero Hemp Smokes, designed for the domestic and international Latin American market/consumer.

Myles Bartholomew, CEO of SponsorsOne, said, "Suede Hemp Smokes is the second Brand of CBD- rich hemp product introduced to the industrial hemp industry segment, and we are very pleased to offer high quality, organically grown products. SponsorsOne's manufacturer is an FDA - USDA certified manufacturer and organic industrial hemp cultivator producing Suede Hemp Smokes. Consistent quality at high volumes to meet the growing demand among the expanding number of hemp smoke customers, as well as tobacco and marijuana smokers considering a switch to hemp smokes."

Suede Hemp Smokes are custom produced according to our proprietary standards and specifications. Strict production standards and high-volume production capability ensure quality and consistency at any quantity. Cultivation is on organic soils using organic materials and methods. Precise production records detail every finished product and are 100% traceable back to the seed, the farm lot, and continuously throughout the manufacturing process; seeds, soils, and irrigation water are tested for contaminants before planting. All hemp sourced and used by the manufacturer contains full spectrum levels of cannabinoids, terpenes, and flavonoids. Certified laboratories test "Industrial Hemp" for full compliance with Federal Law. THC levels are consistently being tested and have been low the Federal Statute THC limit of 0.3% but often reported as undetectable.

All hemp used in Suede passes certified third-party testing for heavy metals, pesticides, microbial, and other contaminants before and after production for consistency and impurities to ensure the highest quality, clean smokes. Suede contains only trimmed, selected flower and leaves of the pure highest quality, processed to be branch, stalk, and seed-free and custom-cut so hemp smokes have a tight, solid structure, no gaps or lost hemp in packs. Strictly no Isolates, free of ground-up hemp powder; dust; seeds; fillers, no other herbs, and contain no raw tobacco or converted tobacco or nicotine.

Suede is packed in standard, traditional packaging: Standard 15 mg CBD per stick; 20 per pack; 10 packs to a Carton



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For more information on Suede Hemp Smokes: <https://www.suede hempsmokes.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. HS Brands Inc. is a wholly-owned subsidiary and is brand building for the global Hemp Smokes market with the launch of multiple premium products such as Primero Hemp Smokes and Suede Hemp Smokes. 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

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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.