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CSE: BITE | FWB: JL4

# NEWS RELEASE

## Blender Bites to be Featured on ABC’s Good Morning America and Enters into Marketing Agreement

September 26, 2024 – Vancouver, British Columbia – Blender Bites Limited (the “Company” or “Blender Bites”), (CSE: **BITE**, FWB: **JL4**, WKN: **A3DMEJ**), announces that its 1-Step Smoothie products will be featured on America’s No. 1 morning newscast<sup>1</sup>, ABC’s *Good Morning America*. Blender Bites’ 1-Step Frappé, Vanilla Bean-Bio™, and 1-Step Smoothie, Liquid Sunshine™, were named winners in Good Housekeeping’s 2024 Best Snack Awards in the “Fabulous Frozen Finds” category (see Company press release on [April 2, 2024](#)), leading to the products’ inclusion in an upcoming segment of *Good Morning America*, this Friday September 27<sup>th</sup>, airing at 8:00 am EST.

Good Housekeeping’s recognition of Blender Bites as one of the leading frozen snack brands has caught the attention of *Good Morning America*, which will feature a few of the product winners from the Good Housekeeping awards.

*Good Morning America* has been the top-rated morning newscast in the U.S. for 12 consecutive years, reaching an audience of millions daily.<sup>1</sup> The show covers a wide range of topics, including news, interviews, weather updates, and special-interest stories, along with lifestyle features such as “Pop News” and the “GMA Heat Index.” Produced by ABC News and broadcast from Times Square Studios in New York City, *Good Morning America* is renowned for its national reach and influence on pop culture.

“We are thrilled that Blender Bites has earned a spot on *Good Morning America*, a show that connects with such a vast and engaged audience. This is a tremendous honour and an incredible opportunity to not only raise awareness for our brand to millions of U.S. viewers,” said Chelsie Hodge, CEO of Blender Bites.

Additionally, the Company is pleased to announce that it has entered into an agreement with MIC Market Information & Content Publishing GmbH (business address: Gerhart-Hauptmann-Str. 49B, 51379 Leverkusen, NRW, Germany; email: [contact@micpublishing.de](mailto:contact@micpublishing.de); telephone: +49 2171-7766628; and website: [www.micpublishing.de](http://www.micpublishing.de)) (“MIC”) for the provision of online marketing services intended to increase investor awareness and interest in the Company. The online marketing campaign will encompass campaign creation and management, production of

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<sup>1</sup> [https://www.dgepress.com/abcnews/pressrelease/good-morning-america-is-americas-1-morning-show/#:~:text=%E2%80%9C%20Good%20Morning%20America%E2%80%9D%20\(2.832,\(2.162%20million\)%20by%20670%2C000.](https://www.dgepress.com/abcnews/pressrelease/good-morning-america-is-americas-1-morning-show/#:~:text=%E2%80%9C%20Good%20Morning%20America%E2%80%9D%20(2.832,(2.162%20million)%20by%20670%2C000.)



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marketing materials, as well as research and analytics (the “**Services**”) and will occur via Google Ads.

The Services are expected to commence immediately and will continue until March 20, 2025, or until the marketing budget is exhausted. The Company has agreed to a marketing budget of €90,000 (approximately CAD \$136,512) payable in cash to MIC in consideration for the Services. The Company has not provided any securities to MIC or its principals as compensation for the Services. As at the date hereof MIC has an arm’s length relationship with the Company and, to the knowledge of the Company, MIC does not own any securities of the Company.

## **ABOUT BLENDER BITES**

Blender Bites is a multi-award-winning Canadian company involved in the development and marketing of a line of premium frozen beverage products with a focus on functionality. Blender Bites was founded in 2017 and quickly became a leader in the “easy smoothie” category in North America. With a focus on better-for-you ingredients and convenience, the Company is proud to be pre-portioned without the use of any inner plastic packaging. Blender Bites products are certified organic, non-GMO, gluten free, dairy free and soy free and contain functional ingredients such as whole food vitamins, collagen, and probiotics. Blender Bites 1-Step Smoothies and 1-Step Frappes are distributed across Canada and the US, and are currently sold in over 5000 stores, including Walmart, Albertsons, HEB, Whole Foods and Publix.

On behalf of the Board of Directors,

### **Blender Bites Limited**

Chelsie Hodge, Chief Executive Officer  
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## **CAUTIONARY DISCLAIMER STATEMENT**

*This news release includes certain “forward-looking statements” under applicable Canadian securities legislation, including with respect to the Company being featured on ABC’s Good Morning America and MIC’s provision of marketing services. Forward-looking statements are necessarily based upon several estimates and assumptions that, while considered reasonable,*



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*are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward looking statements. Such factors include, but are not limited to general business, economic, competitive, political, and social uncertainties, and uncertain capital markets. Readers are cautioned that actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.*



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