



# New Wave Holdings subsidiary, Way of Will Inc. is pleased to announce its launch of high-quality mushroom products for Q1 2021

TORONTO, Jan. 14, 2021 /CNW/ - NEW WAVE HOLDINGS CORP. (the "Company" or "New Wave") (CSE: SPOR) (FWB: 0XM2) (OTCPK: TRMNF) an investment issuer that provides capital and support services, is pleased to announce its launch of high quality new functional mushroom wellness collection under Way of Will Inc.

## WAY OF WILL Joins the 'Shroom Boom' with High Quality Functional Mushroom Wellness Collection

Known and loved for their wellness formulas that incorporate natural plant-based ingredients, WAY OF WILL is pleased to announce an upcoming launch of a new product line featuring one of nature's best ingredients: mushrooms. As part of a recent acquisition by New Wave, one of the primary goals is to make WAY OF WILL a more well-rounded and holistic company, beginning with the integration of functional mushrooms into the existing health and wellness product line.

This exciting new Functional Mushroom Collection will contain products that can be categorized into **five** different health and wellness subcategories. This includes:

- An **Antioxidant Blend** for better overall skin health
- An **Immunity Blend** that promotes overall immunity health
- A **Brain Function Blend** to help combat stress and increase brain function
- An **Energy Blend** that gives a mental and mood boost
- An **Adaptogen Blend** that promotes sleep and relaxation

Some of the functional mushroom varieties that can be found in the new products include Lion's Mane, Reishi, Cordyceps, and Chaga. Each ingredient in the functional mushroom blends is carefully selected for their powerful and nutritional benefits, as well as their effectiveness in providing a natural way to maintain one's health and wellness. WAY OF WILL has been working closely with experts and pioneers in the field to formulate new products based on the five functions in the collection.

While WAY OF WILL's current array of aromatherapy products already focuses on benefits highlighted in the five categories listed above, the new collection will allow the trusted brand to offer a broader selection of natural wellness products to consumers.

"Our culture at WAY OF WILL is to create the highest quality plant-based nutraceuticals in the aromatherapy space," said Willie Tsang, founder and CEO. "After countless months of hard work, we are excited to soon be able to offer new products to customers that utilize an assortment of functional mushrooms, which has been a well-loved ingredient in skincare and wellness."

The development of this product line came after conducting extensive email surveys on current and projected market demands. Since then, **multiple key chain buyers** have already expressed interest in this new collection.

The products in this new line will be manufactured with our U.S. and Canadian partners. It is anticipated that the collection will leverage WAY OF WILL's ecommerce expertise along with established relationships with wholesale partners and manufacturing partners.

This is the beginning of WAY OF WILL'S journey into the expansion of the functional mushroom product category. The Mushroom Collection is expected to launch mid-March this year.

## ABOUT NEW WAVE HOLDINGS CORP.

New Wave Holdings Corp. (CSE: SPOR, FWB: 0XM2, OTCPK: TRMNF) is an investment issuer focused on the burgeoning psychedelic sector and support for adaptive and progressive mental health products and therapies. In the psychedelic sector, New Wave will focus on supporting research on active psychedelic compounds, creation of consumer products based on functional mushrooms, and developing an IP portfolio focusing on psilocybin, LSD, MDMA, and ketamine derived treatments for neuropsychiatric diseases. New Wave also contains various health and beauty products within its portfolio of non-psychoactive plants and fungi as it continues to expand its product distribution through vertical integration to provide end to end solutions while capturing a high margin business model.

Investors interested in connecting with New Wave Holdings can learn more about the company and contact the team at <http://newwavecorp.com>

Information relating to WAY OF WILL INC., contained in this news release was provided by WAY OF WILL INC. and/or its agent and has not been independently verified by the Company. The Company does not take responsibility for the accuracy of such information.

The CSE has not in any way passed on the merits of the Acquisition, and neither has approved nor disapproved the contents of this press release. Neither the CSE nor its Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

## FORWARD-LOOKING INFORMATION DISCLAIMER

Certain statements contained in this news release may constitute forward-looking information, including but not limited to, applicable regulatory approval in connection with the Acquisition, the closing of the Acquisition, expansion of operations, size and quality of future tournaments and projections regarding attendance at future events. Forward-looking information is often, but not always, identified by the use of words such as "anticipate", "plan", "estimate", "expect", "may", "will", "intend", "should", and similar expressions. Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking information. The Company's actual results could differ materially from those anticipated in this forward-looking information as a result of competitive factors and competition for investment opportunities, challenges relating to operations in international markets, transaction execution risk, changes to the Company's strategic growth plans, and other factors, many of which are beyond the control of the Company. The Company believes that the expectations reflected in the forward-looking information are reasonable based on current expectations and potential investment pipeline, but no assurance can be given that these expectations will prove to be correct and such forward-looking information should not be unduly relied upon. Any forward-looking information contained in this news release represents the Company's expectations as of the date hereof and is subject to change after such date. The Company disclaims any intention or obligation to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required by applicable securities legislation.

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