



New Wave Subsidiary, Way of Will Inc., Prepares for Expansion into the FDM Market Following Release from Product Exclusivity Agreement With Whole Foods Market U.S.

TORONTO, Feb. 23, 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, announces Way of Will's plan to broaden its relationship with food, drug, and mass merchandisers after its temporary exclusivity arrangement with Whole Foods Market U.S. recently concluded.

Way of Will is setting its sights on expanding their presence in the food/drug/mass (FDM) market in the US through their continuing partnership with United Natural Foods Inc. (UNFI) since August 2020. With the recent release from a 6-month product exclusivity agreement with Whole Foods Market U.S., Way of Will products is now readily available to over 50 supermarket chains and mass market retailers through UNFI.

UNFI (NYSE: UNFI) is one of the largest publicly traded wholesale distributors in the U.S. food retail and grocery industry in North America. They provide a vast assortment of primarily natural and organic products to a wide range of supermarkets and mass market chains. With over 60 distribution centers across North America, UNFI boasts partnerships with some of the largest U.S. grocery retail chains including Sprouts Farmers Market, Key Food, and National Co-op Grocers (NCG).

"We're excited about the endless opportunities ahead for our brand with respect to our expansion plans into the FDM market," said Willie Tsang, founder and CEO of Way of Will. "It's been a pleasure working with United Natural Foods over the past six months, and with our ongoing partnership, we can confidently look forward to continued and exponential growth and providing consumers with our range of health and wellness products around every corner in the U.S."

ABOUT NEW WAVE HOLDINGS CORP.

New Wave Holdings Corp. (CSE: SPOR, FWB: 0XM2, OTCPK: TRMNF) is an investment issuer focused on the burgeoning nutraceutical and psychedelic sector and support for adaptive and progressive health and wellness products and therapies. New Wave subsidiaries contain 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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