



New Wave Subsidiary, Way of Will Inc., Receives Purchase Order for Foot & Shoe Deodorant from Fitness Subscription Service Gainz Box

TORONTO, March 18, 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, announced the receipt of a 6,300-unit purchase order for Way of Will's *42 Foot & Shoe Deodorant* from the monthly fitness subscription service Gainz Box.

Way of Will's foot and shoe deodorant will be among other in-demand fitness accessories and apparel as part of the May 2021 subscription package from Gainz Box. The niche subscription service offers thoughtfully curated fitness-related gear and supplements and is available in all 50 states across the U.S., U.S. territories, and military bases. Gainz Box is veteran-owned and proudly gives back to the community through various charities from each box sold.

The Way of Will *42 Foot & Shoe Deodorant* is formulated with active lifestyles in mind to achieve maximum results. It is infused with peppermint and eucalyptus essential oil that naturally and effectively eliminate odors. As with all Way of Will products, it is cruelty-free, vegan, and free of harsh, skin-irritating ingredients.

"We're thrilled to be a part of the exceptional assortment of fitness products that Gainz Box offers its monthly subscribers," commented Willie Tsang, CEO of New Wave. "Our products are made for everybody, but with an emphasis on active lifestyles. We know fitness, and what works best naturally during and after an intense workout or training session. We're confident that our foot and shoe deodorant will make a positive difference to Gainz Box subscribers' fitness regimen."

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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