



**A LIFESTYLE BRANDING COMPANY  
CSE: LRDS | OTCQB: LRDSF | FSE: 4XM**

**For Immediate Release**

**LORDS & COMPANY WORLDWIDE HOLDINGS CORP.  
ANNOUNCES ENGAGEMENT OF LAKEFRONT TECHNOLOGY CORP.**

**Vancouver, B.C March 2<sup>nd</sup>, 2023 – Lords & Company Worldwide Holdings Inc. (“Lords” or the “Company”) (CSE: LRDS) (OTCQB: LRDSF) (FSE: 4XM),** is pleased to announce it has engaged Lakefront Enterprises Inc. (“**Lakefront**”), an arm’s length party to the Company to perform certain digital marketing and investor awareness services for the Company commencing on March 6<sup>th</sup>, 2023.

Pursuant to an agreement entered into with Lakefront (the "**Agreement**"), Lakefront intends to work with the Company to provide the following services, including, but not be limited to: content and web development, media distribution, campaign reporting and optimization, and lead generation and management (collectively, the "**Services**") for an initial period of twelve (12) months (the "**Initial Period**"). In consideration for providing the Services, the Company has agreed to pay to Lakefront the following: (i) an initial fee of CAD\$33,500 CAD, plus applicable GST upon execution of the Agreement; and (ii) a secondary fee of CAD\$33,500 CAD, plus applicable GST to be paid within thirty (30) days after the commencement of services. The Company may terminate the Agreement during the Initial Period if Lakefront, has committed certain events of bankruptcy or insolvency, has lost any registration, licence or other authorization required to perform its Services. After the expiry of the Initial Period, the Agreement will automatically renew for three (3) months thereafter unless terminated by the Company at any time upon thirty (30) days' written notice.

Consideration offered to Lakefront does not include any securities of the Company. Aside from this engagement, the Company does not have any relationship with Lakefront.

**About Lords**

Lords brand develops, produces, markets lifestyle apparel and CBD infused wellness and natural health products through our eCommerce platform to B2B and B2C consumers in North America, South America and Europe utilizing its proprietary platform. Strong partnerships with fulfilment centres in Canada, US and Nicaragua allows Lords to increase its strong footprint in apparel, hemp, and health & wellness product markets. Strategically positioned to capitalize on high-growth sectors of an engaged and loyal following with trusted brands.



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**ON BEHALF OF LORDS & COMPANY WORLDWIDE HOLDINGS INC.**

(signed) *"Chris Farnworth"*  
Chief Executive Officer

**For further information, please contact:**

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Certain statements included in this press release constitute forward-looking information or statements (collectively, "forward-looking statements"), including those identified by the expressions "anticipate", "believe", "plan", "estimate", "expect", "intend", "may", "should" and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts but reflect current expectations regarding future results or events. This press release contains forward looking statements. These forward-looking statements are based on current expectations and various estimates, factors and assumptions and involve known and unknown risks, uncertainties, and other factors.

Statements about the Company's future branded lifestyle apparel are all forward-looking information.

Forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Factors that could cause the actual results to differ materially from those in forward-looking statements include failure to obtain a Cannabis Act license in a timely manner or at all, the continued availability of capital and financing, and general economic, market or business conditions, including the effects of COVID-19. Forward-looking statements contained in this press release are expressly qualified by this cautionary statement. These statements should not be read as guarantees of future performance or results. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance, or achievements to be materially different from those implied by such statements. Although such statements are based on management's reasonable assumptions, there can be no assurance that the statements will prove to be accurate or that management's expectations or estimates of future developments, circumstances or results will materialize. The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by law. Readers should not place undue reliance on the Company's forward-looking statements.

Neither the Canadian Securities Exchange (the "CSE") nor its Regulation Services Provider (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.