

Lords

& COMPANY

WORLDWIDE HOLDINGS INC

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

For Immediate Release

LORDS & COMPANY WORLDWIDE HOLDINGS INC. SUBSIDIARY “LORDS OF GASTOWN MOTORCYCLE COMPANY” PRESENTS MBP MAZATLAN, MEXICO



Vancouver, B.C. March 9th, 2023 – Lords & Company Worldwide Holdings Inc. (“LRDS” or the “Company”) (CSE: LRDS) (OTCQB: LRDSF) (FSE: 4XM) is pleased to announce Lords of Gastown Motorcycle will be presenting MBP – Motorcycle Beach Party from April 12th to April 16th, 2023, in Mazatlán, Mexico.

The 27th annual Mazatlán International Motorcycle Week (Legendaria Semana De La Moto) is an annual event where thousands of motorcycle enthusiasts from Canada, the United States, Mexico, and other countries ride to Mazatlán to enjoy the weather and many associated events at the Plaza de la Moto.

Access tickets can be purchased at www.mazboletos.com or, in the module that located in Plaza Acaya. There will be a card that will cost 650 pesos and will have the right to all events and the welcome kit.



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During the week, there are many organized events that take place. The events include concerts, beach parties, freestyle shows, regional tours, stunt rider competition, biker girl competition, tattoo competition, bikini competition, and after-hours parties.

MBP which is organized by Paulo Orozco commented, "I have just made an alliance with sixteen Mexican motorcycle and car builders who will be presents at the event, in what is the Motorcycle Beach Party, there will be local groups and renowned bands that will be a surprise".

Chris Farnworth, CEO said, "We are excited to again attend the Mazatlán International Motorcycle Week. Tyler Hazelwood our creative director, will be in attendance, Lords of Gastown will have a pop-up showcase of our motorcycle gear and apparel, it will be great to have some fun in the sun."

About Lords

Lords brand develops, produces, markets lifestyle apparel 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 a trusted brand.

ON BEHALF OF LORDS & COMPANY WORLDWIDE HOLDINGS INC.

(signed) *"Chris Farnworth"*

Chief Executive Officer

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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.



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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.

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