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WORLDWIDE HOLDINGS INC

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

For Immediate Release

LORDS OF GASTOWN ANNOUNCES IT SPRING-SUMMER COLLECTION

Reinforcing Lords apparel's signature comfort that inspires outdoor lifestyle activities

Vancouver, B.C. March 31, 2023 – Lords & Company Worldwide Holdings Inc. (“LRDS”, “Lords” or the “Company”) (CSE: LRDS) (OTCQB: LRDSF) (FSE: 4XM) is pleased to announce, its Lords of Gastown apparel brand the release of its Spring-Summer 2023 collection. The selection of styles provides next-level comfort to adventuring motorcycle enthusiasts and outdoor lifestyle consumers. It is also notable for its color palette that is both subtle and vibrant, drawn from the soft and striking tones found in Pacific Northwest.

"With each season's collection, we aim to deliver two things," says Lords of Gastown founder Tyler Hazelwood. "First, it all starts with fabric that feels good and delivers on our 100% Comfort Guarantee. Second, we aim to inspire motorcycle and outdoor enthusiasts to roam the planet, from the Pacific Coast to Mexico or just out on the road feeling the open road."

With comfort in mind, the Spring-Summer 2023 Collection is made from premium 100% long staple combed cotton that is softer, stronger, and more durable than short staple fabrics. Several styles also feature leather riding gear, and absorbent and lightweight fabrics that are comfortable throughout the year. Style options include highly breathable tees, jackets, joggers, shorts, and sweatshirts for layering on cool nights.

"Every season, we strive to bring fresh colors inspired by these places that we roam," adds Tyler. "This collection is extra special because we are based in the Pacific Northwest."

The Lords of Gastown Spring-Summer 2023 Collection can be found at www.lordsholdings.com Businesses interested in incorporating styles into their apparel can forward a request for information at <https://lordsholdings.com/contact/>

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:

Lords & Company Worldwide Holdings Inc.

<https://lordsholdings.com/>

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.

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