

Lords

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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 HAD A HUGE SUCCESS AT MOTORCYCLE BEACH PARTY MAZATLAN, MEXICO ENTERING INTO A DISTRIBUTION COLLABERATION WITH PAULO OROZCO FOR ALL OF MEXICO

Vancouver, B.C. April 25, 2023 – Lords & Company Worldwide Holdings Inc. (“LRDS” or the “Company”) (CSE: LRDS) (OTCQB: LRDSF) (FSE: 4XM) is pleased to announce Lords of Gastown Motorcycle MBP – Motorcycle Beach Party event in Mazatlán, Mexico was a huge success, with a turnout of over 16,000 motorcycle enthusiasts from all over North America and Mexico. Attendance for the 27th annual Mazatlán International Motorcycle Week (Legendaria Semana De La Moto) was over 60,000 over the four-day weekend.



Lords of Gastown shared moments from MBP on Instagram’s live broadcast, post and stories which can be viewed at <https://www.instagram.com/lordsofgastown/?hl=en> and on our Facebook at <https://www.facebook.com/lordsofgastown/>. The Motorcycle Beach Party hosted DJ Sonido, Factor Zimple, Grupo Aliado, La Reta, Smoking Kills, Group de Alcornia, La Rezaka, Acixion and Alejandro Marcovich El Animal (Tribute to Caifanes)

We are also pleased to announce we have formed a distribution collaboration with Motoclub Mazatlan’s, Paulo Orozco to further expand our initial line of Lords of Sinaloa sleeveless t, t-shirts and hoodies. Lords growing popularity in Mexico and the USA has shown demand for Lords branded products is achieving strong brand recognition. Lord’s will be attending the Mexico Motorcycle Expo in Mexico City, Mexico in November 2023. We look forward to another opportunity to continue to strengthen the Lord’s brand identity in the Mexican market.



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Tyler Haywood, Design Director said, “Lords was well represented at this year’s event, we had a great time meeting old and new friends of the Lords brand, and participated in hosting several events including the bikini contest, the Lords team is looking forward to working with Paulo Orozco and his team.

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

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.

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.

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