



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

For Immediate Release

January 29th, 2024

LORDS & COMPANY WORLDWIDE HOLDINGS INC. ANNOUNCES RESIGNATION OF ITS CEO

Vancouver, B.C. January 29th, 2024 – Lords & Company Worldwide Holdings Inc. (“Lords” or the “Company”) (CSE: LRDS) (OTCQB: LRDSF) (FSE: 4XM), announced today that Chris Farnworth will be stepping down from his roles as Chief Executive Officer and CFO of the Company and as a member of the Company’s Board of Directors. Mr. Farnworth stated; It is regret that I have to resign but my other business is taking 100% of my time and I am unable to fully devote my efforts to Lords. I have enjoyed being part of the Lords team and look forward to watching the company grow.

The Board has begun searching for a successor to lead the Company in its growth phase to become a leading supplier of natural health products and apparel. Mr. Farnworth will remain with the Company as an adviser to the board and will be assisting with the transition process, which is not expected to have any adverse impact on the Company’s project timelines or day-to-day operations.

About Lords

The “Lords” brand develops, produces, and markets lifestyle apparel and natural health products through our e-Commerce platform to retail, B2B and B2C, consumers in North America and Europe utilizing its proprietary direct-to-consumer platform. Through continuous strategic white labelling, Lords has a strong footprint in the nutraceutical product markets.

ON BEHALF OF LORDS & COMPANY WORLDWIDE HOLDINGS INC.

(signed) “*Chad Clelland*”
Director

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



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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.