



Source: Koios Beverage Corp.

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Koios' Fit Soda™ to be Carried in Over 100 HEB Supermarket Locations Throughout Texas

With approximately 700,000 units sold so far in 2020, the Company's Fit Soda™ functional beverage is now to be carried in more than 100 HEB supermarkets in the state of Texas. Fit Soda™ is an all-natural functional beverage which is available in four flavours. The placement of Fit Soda™ in HEB supermarkets complements an earlier placement of Fit Soda™ in Walmart's U.S. online store, with HEB becoming the first "brick-and-mortar" major grocer to carry the product. As of Monday October 26, 2020, all participating HEB supermarket locations received shipments of Fit Soda™ in a new four-can retail packaging format.

DENVER and VANCOUVER, British Columbia, Nov. 04, 2020 (GLOBE NEWSWIRE) -- **Koios Beverage Corp. (CSE: KBEV; OTC: KBEVF) (the "Company" or "Koios")** is pleased to announce that its *Fit Soda™* functional beverage is now being carried in approximately one third of grocery retail locations operated by HEB Grocery Company, LP ("HEB"), a San Antonio, TX based supermarket chain with more than 300 stores in the state of Texas and northeastern Mexico. Following successful placements of the Company's eponymous *KOIOS™* nootropic beverage in stores of major U.S. retailers to include Walmart Inc. ("Walmart") and GNC Holdings Inc. ("GNC"), as well as placement of *Fit Soda™* in Walmart's U.S. online storefront, the introduction of *Fit Soda™* to more than 100 HEB stores in Texas marks the product's first availability in "brick-and-mortar" retail locations of a major grocer in the United States. To date in 2020, *Fit Soda™* has sold approximately 700,000 units, with continued positive reception from customers across the country.

Koios has created a suite of functional products including canned soft beverages, specialty coffees, and supplements. The Company's lineup of offerings, which are sold under the *KOIOS™* and *Fit Soda™* brand names, have been developed with an intent to impart specific benefits to users including improved focus and concentration, mental clarity, and cognitive function. As of late 2020, the Company's products are sold in more than 4,400 points of sale across the United States, as well as online through third-party retail partners and Koios' own e-commerce platform which has more than 60,000 customers and subscribers. The Company has also established partnerships with several key beverage distributors in various markets throughout the United States.

Further, in 2020 Koios added a former global brand director for *Molson Coors* and a former senior category merchant for *Whole Foods* to its advisory board. Under leadership with expertise in functional beverage development and commercialization, Koios continues to gain market share in various beverage categories with new placements through established online shops and retail storefronts.

The Company's *Fit Soda*™ line of functional beverages was first announced in a press release dated September 11, 2018 as a "guilt-free" carbonated beverage made with organic ingredients and no artificial preservatives, colours, or flavours. *Fit Soda*™ is presently available in cans of 12 oz / 355 ml in four flavours; *Black Cherry Cola*, *Sparkling Citrus*, *Orange Cream*, and *Root Beer Vanilla Float*. *Fit Soda*™ was initially offered for sale at retail in packs of twelve cans, however the Company has recently introduced *Fit Soda*™ in packs of four cans to offer a greater range of options to purchasers. As of Monday October 26, 2020, more than 100 HEB stores in Texas received shipments of four-can *Fit Soda*™ packs in *Sparkling Citrus* and *Orange Cream* flavours.

Koios Chief Executive Officer Chris Miller commented, "We are extremely proud of the performance of *Fit Soda*™ to date, including the validation that the product has gotten through major sales channels such as Walmart and GNC stores. Getting *Fit Soda*™ carried in HEB stores is a major milestone for us, being the inaugural 'brick-and-mortar' placement of the product in a major grocery chain. We look forward to further penetrating the beverage market in Texas in working with one of its largest regional grocers as a retail partner for *Fit Soda*™."

On behalf of the Board of Directors of the Company,

KOIOS BEVERAGE CORP.

"Chris Miller"

Chris Miller, CEO, and Director

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THE CANADIAN SECURITIES EXCHANGE (CSE) HAS NOT REVIEWED AND DOES NOT ACCEPT RESPONSIBILITY FOR THE ACCURACY OR ADEQUACY OF THIS RELEASE.

About Koios Beverage Corp.

The Company is an emerging functional beverage company which has an available distribution network of more than 4,400 retail locations across the United States in which to sell its products. Koios has relationships with some of the largest and most reputable distributors in the United States, including Europa Sports, Muscle Foods USA, KeHE, and Wishing-U-Well. Koios uses a proprietary blend of nootropics and natural organic compounds to enhance human productivity without using harmful chemicals or stimulants. Koios products have been shown to enhance focus, concentration, mental capacity, memory retention, cognitive function, alertness, brain capacity and create all day mental clarity. Its ingredients are specifically designed to target brain function by increasing blood flow, oxygen levels and neural connections in the brain.

Koios produces one of the only drinks in the world infused with MCT oil. MCT oil is derived from coconuts and has been shown to help the body burn fat more effectively, create lasting energy from a natural food source, produce ketones in the brain, allowing for greater brain function and clarity, support healthy hormone production and improve immunity. For more information, please visit our website: <https://www.koiosbeveragecorp.com>.

Forward-Looking Statements

This news release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. Often, but not always, forward-looking information and information can be identified by the use of

words such as “plans”, “expects” or “does not expect”, “is expected”, “estimates”, “intends”, “anticipates” or “does not anticipate”, or “believes”, or variations of such words and phrases or state that certain actions, events or results “may”, “could”, “would”, “might” or “will” be taken, occur or be achieved. Forward-looking information in this news release includes statements regarding: Potential outcomes from HEB supermarkets in Texas carrying *Fit Soda*™ in *Sparkling Citrus* and *Orange Cream* flavours. The forward-looking information reflects management's current expectations based on information currently available and are subject to a number of risks and uncertainties that may cause outcomes to differ materially from those discussed in the forward-looking information. Although the Company believes that the assumptions and factors used in preparing the forward-looking information are reasonable, undue reliance should not be placed on such information and no assurance can be given that such events will occur in the disclosed time frames or at all. Factors that could cause actual results or events to differ materially from current expectations include: (i) adverse market conditions; (ii) changes to the growth and size of the functional beverage markets; and (iii) other factors beyond the control of the Company. The Company operates in a rapidly evolving environment. New risk factors emerge from time to time, and it is impossible for the Company's management to predict all risk factors, nor can the Company assess the impact of all factors on Company's business or the extent to which any factor, or combination of factors, may cause actual results to differ from those contained in any forward-looking information. The forward-looking information included in this news release are made as of the date of this news release and the Company expressly disclaims any intention or obligation to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required by applicable law.

The statements in this news release have not been evaluated by Health Canada or the U.S. Food and Drug Administration. As each individual is different, the benefits, if any, of taking the Company's products will vary from person to person. No claims or guarantees can be made as to the effects of the Company's products on an individual's health and well-being. The Company's products are not intended to diagnose, treat, cure, or prevent any disease.

This news release may contain trademarked names of third-party entities (or their respective offerings with trademarked names) typically in reference to (i) relationships had by Koios with such third-party entities as referred to in this release and/or (ii) client/vendor/service provider parties whose relationship with Koios is/are referred to in this release. All rights to such trademarks are reserved by their respective owners or licensees.

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/6fd043d5-27a7-493a-b438-415e1b467d14>

Attachments:



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