

# Industry Stand Out and Veteran Joining Koios Team as President of Conventional Sales.

**DENVER, CO and VANCOUVER, BC, March 24, 2022 - Koios Beverage Corp. (CSE: FIT; OTC: FITSF) (the "Company" or "Koios")** is pleased to announce that Ryon Shack, an industry veteran, will be joining the Koios team as President of Conventional Sales, effective immediately.

Ryon Shack is originally from Nashville, Tennessee and holds a bachelors degree from Belmont university in Kinesiology. He has worked as a top sales producer in the supplement industry for almost 2 decades. Ryon oversaw and managed one of the top sales teams at Europa Sports, one of the largest supplement distributors in the US, for more than ten years.

Ryon has a long standing and remarkable career in the supplement and food and beverage space. He was instrumental in helping Europa Sports build brands like Celsius and Bang, among other high-profile brands. He has a deep understanding of how to work with high profile retailers and industry specific experience to help grow household beverage brands.

In Ryon's previous capacity as a consultant to the Company, he was instrumental in Fit Soda's™ first expansion into the C-Store space.

In June 2021, the Company announced that all four Fit Soda™ flavours will be carried in over 100 gasoline and convenience outlets operated by Speedway LLC ("Speedway") in the Southwestern United States. Speedway is a national convenience chain with approximately 3,800 locations across the United States, which was officially acquired by 7-Eleven, Inc. ("7-Eleven"), the largest chain in the convenience retailing industry<sup>1</sup>. Speedway was founded in 1938 in Michigan and rapidly grew throughout the Midwest under the ownership of the Marathon oil empire, before its acquisition by 7-Eleven at which time Speedway's presence had spread to 36 states.

As carbonated seltzer soft drinks with low/no sugar content or calories continue to gain market share in the global beverage industry, the Company has aggressively pursued strategic shelf placement opportunities for Fit Soda™ in regional and national chains of grocery and convenience retailers. In Q2 2021 alone, the Company has added Fit Soda™ to more than 1,100 new points of sale, primarily from a placement in all locations of Food Lion, a major supermarket chain in the Mid-Atlantic and Southeastern regions of the United States (announced in a press release dated [May 11, 2021](#)).

In its press release announcing the acquisition of Speedway, 7-Eleven indicated its portfolio of stores now amounts to approximately 14,000 North American stores including 47 of the 50 most populated areas of the United States<sup>2</sup>. The Company believes that its new indirect business relationship with 7-Eleven through one of its banner stores could also potentially lead to national placement opportunities for the Company's beverage products to include Fit Soda™ and KOIOS™.

---

<sup>1</sup> <https://corp.7-eleven.com/corp-press-releases/05-14-2021-7-eleven-inc-completes-acquisition-of-3-800-speedway-stores>

<sup>2</sup> <https://www.statista.com/statistics/1027705/speedway-convenience-store-by-state/>

“Ryon is an all-star player with over 20 years of experience in our space. We are elated to have him join the Koios team as President of Conventional Sales and as we rapidly expand into the convenience store space. He is going to be a pivotal piece in the success of Fit Soda™ moving forward as we continue to grow the brand and convenience store vertical,” said Chris Miller, CEO and Founder of Koios Beverage Corp.

On behalf of the Board of Directors of the Company,

**KOIOS BEVERAGE CORP.**

“Chris Miller”

Chris Miller, CEO, and Director

For further information, please contact:

Gina Burrus  
844-255-6467  
[gina@koiosbeveragecorp.com](mailto:gina@koiosbeveragecorp.com)

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: The success of the Company’s ability to increase the presence of Fit Soda™ in convenience stores with the assistance from Ryan Shock as President of Conventional Sales. 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.