

Koios Launching 6 New Flavors of Fit Soda Functional Beverages

Koios is launching 6 new flavors of its Fit Soda functional beverage: Cherry Slushee, Strawberry Snow Cone, Mimosa, Pumpkin Spice, Sweet Tea Lemonade and Blueberry Lemonade. This will more than double the number of Fit Soda flavors currently available.

DENVER, CO and VANCOUVER, B.C., May 17th, 2022 (GLOBE NEWSWIRE) -- **Koios Beverage Corp. (CSE: FIT; OTC: FITSF) (the "Company" or "Koios")** is pleased to announce it is launching 6 new flavors of its Fit Soda™ functional beverages. It will be releasing the following flavors: Cherry Slushie, Strawberry Snow Cone, Mimosa, Pumpkin Spice, Sweet Tea Lemonade and Blueberry Lemonade.

The Company has developed new flavors in response to a rapidly increasing demand for Fit Soda™. Some of these new and unique flavors will be exclusive to specific retailers.

Fit Soda™ is in the second phase of the Company's product launch which began in early 2018 with the production of KOIOS™, a nootropic beverage intended to increase mental focus and acuity. Fit Soda™ has zero sugar, is made with naturally occurring electrolytes and is infused with branched-chain amino acids.

Fit Soda™ was first launched in 2019, since inception, the KOIOS™ and Fit Soda™ functional beverage lines have seen explosive growth with large distributors and corporate retailers in the world, including: Walmart, Ingles, GNC, Harris Teeter, Raley's, KEHE, United Supermarkets, Sprouts Markets and more.

Koios Chief Executive Officer and Founder, Chris Miller commented, "We were asked by national retailers to create new and exciting Fit Soda™ flavors. We have answered this call by adding 6 new flavors. Fit Soda™ is growing at a very accelerated pace right now and we hope the addition of these new flavors can help meet the intense consumer demand we're facing".

Miller continued, "By increasing the number of Fit Soda™ flavors from 4 to 10, we hope to double our reach. This will provide more points of entry for Fit Soda™ and allow us to take up additional retail shelf space. We expect the additional flavors will help us reach a wider audience since consumers are more inclined to make a purchase when additional flavors are available to meet their needs".

A functional beverage is a drink augmented with nutrients, supplements, or both to provide a health benefit to the consumer. Examples of functional beverages include sports and performance drinks, ready to drink teas and nootropic beverages sometimes known as 'smart

drinks'. The global functional beverages market is estimated to generate a revenue of \$212,286.10 million by 2028, up from \$127,555.60 million in 2020.¹

Koios expects the newly released flavors of Fit Soda™ to drive online sales as well.

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>.

¹ Research Dive: Functional Beverages Market Report. https://www.researchdive.com/8530/functional-beverages-market?utm_source=GNW

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 the development of 6 new and unique flavours of Fit Soda™, their placement in national retail locations and the overall performance of the functional beverage market. 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 the 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.

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