

Fit Soda Expanding in CVS Locations

The Company is pleased to announce that its better-for-you Fit Soda™ hydration beverages have been approved for placement in over 600 CVS Pharmacy locations. CVS is the largest retail pharmacy chain in the United States and one of the largest corporations in the world.

DENVER, Colorado and VANCOUVER, British Columbia, May 16, 2023 (GLOBE NEWSWIRE) -- **Koios Beverage Corp. (CSE: FIT; OTC: FITS) (the "Company" or "Koios")** is pleased to announce that its better-for-you Fit Soda™ functional beverage line has been approved for placement in over 600 CVS Pharmacy locations in Texas, Tennessee, Missouri, New Jersey, California, Florida, Indiana and New York.

Since the initial introduction of the Company's KOIOS™ nootropic functional beverages into CVS Pharmacy locations on [May 3, 2022¹](#), the Company has captivated consumers seeking optimal cognitive support and enhanced focus. As a result of exceptional reception and growing demand by consumers for the Company's products, CVS has undoubtedly been influenced to expand its commitment to the Company by carrying its entire lineup of hydrating, innovative and functional beverages. CVS is now carrying the following flavors of Fit Soda™: Orange Cream, Black Cherry Cola, Root Beer Vanilla Float and Sparkling Citrus.

CVS Pharmacy is a subsidiary of CVS Health Corp.; it is the 4th largest U.S. corporation by FY2021 revenues in the Fortune 500. In 2021, it reported \$292.1 billion in revenue².

CVS has over 9000 retail locations, approximately 256,000 employees, and they serve 4.5 million retail pharmacy customers daily³. It is the largest pharmacy chain in the United States by number of locations and prescription revenue.

"We are thrilled to grow our notable partnership with CVS and we are delighted by the rapid growth of the Fit Soda™ brand," said Chris Miller, CEO of the Company. "This expansion further strengthens our relationship with CVS and allows us to bring our hydrating and innovative functional beverages to an even larger consumer base. The presence of Fit Soda™ in CVS stores is a testament to their strong demand for our health-conscious offerings. We are truly honored to be part of CVS's commitment to providing customers with high-quality options. Together, we will continue to build on our success and positively impact the well-being of our valued customers."

¹ <https://www.globenewswire.com/en/news-release/2022/05/09/2438412/0/en/KOIOS-Nootropic-Functional-Beverages-Launching-in-Over-600-CVS-Locations.html>

² <https://fortune.com/ranking/fortune500/>

³ <https://fortune.com/company/cvs-health/fortune500/>

The Company has announced that its functional beverages have been approved for placement at [United Supermarkets, a subsidiary of Albertsons](#), [Ingles Markets](#), [Tony's Fresh Market](#), [Raley's](#), and [Harris Teeter](#). The Company's effort to place its KOIOS™ and Fit Soda™ beverages in regional and national grocery chains is part of its ongoing growth strategy to gain new placements in more national chains.

As the Company continues to forge partnerships and expand its distribution network, it is witnessing tangible benefits from its concerted efforts. The Company's expanded reach translates into higher product availability, creating more opportunities for consumers to discover and incorporate Fit Soda™ and KOIOS™ into their wellness routines. Moreover, the amplified distribution footprint is generating positive financial outcomes, as the Company experiences heightened sales and market penetration of its product lines.

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 5,100 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 the placement of Fit Soda™ in CVS 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.

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.