

Fit Soda™ Unveils New Rainbow Sherbet Flavor, Launching in All 1100 Food Lion Grocery Store Locations in May 2023

DENVER, Colorado and VANCOUVER, British Columbia, May 25, 2023 (GLOBE NEWSWIRE) – Koios Beverage Corp. (CSE: FIT; OTC: FITS) (the “Company” or “Koios”) is pleased to announce the launch of its latest flavor of Fit Soda™ “Rainbow Sherbet” which will be available at all 1100 Food Lion LLC (“Food Lion”) grocery store locations starting this May.



Image 1: Fit Soda Rainbow Sherbet product packaging.

With consumers increasingly seeking better-for-you beverage options, Fit Soda™ has become a leader in the industry by offering a range of delicious, low-calorie drinks that don't sacrifice flavor. The new Rainbow Sherbet flavor is no exception, delivering a unique blend of sweet and tangy tastes that's perfect for sipping on a hot summer day.

"We're thrilled to be introducing our new Rainbow Sherbet flavor to the Fit Soda™ family," said Chris Miller, CEO of the Company. "We believe this flavor will appeal to a wide range of consumers, from those looking to cut back on sugar to those who simply want to try something new and refreshing."

The Company is excited to continue its longstanding partnership with Food Lion by launching its new Rainbow Sherbet flavor in all 1100 of their grocery stores. As a trusted retailer, Food Lion has been a valuable partner for many years, and this launch is a new way to reach even more consumers and boost sales. The Company recognizes the importance of working with retailers who share its commitment to providing healthy beverage options and supporting the needs of its customers. By partnering with Food Lion, the Company is able to leverage their established customer base and reach new audiences with its innovative new flavor. The launch of the Sherbet flavor is a testament to the strong relationship between the Company and Food Lion, and their shared dedication to meeting the evolving needs of consumers.

The launch of Fit Soda's™ new Rainbow Sherbet flavor is not only an exciting addition to the brand's product line, but it's also a key component of the Company's overall sales strategy. By introducing a new flavor, Fit Soda™ can appeal to a wider range of consumers who have different taste preferences, ultimately increasing the brand's reach and creating more awareness. This new flavor also provides an opportunity to increase volume sales, as customers are more likely to purchase products, they find unique and enjoyable. The Company's new flavor strategy shows its commitment to meeting the changing needs of consumers and their desire for healthier and tastier beverage options.

Fit Soda's™ Rainbow Sherbet flavor is made with natural flavors and contains just 5 calories per can. It's also gluten-free and contains no preservatives, making it a healthy choice for anyone looking to quench their thirst without compromising on taste.

"We're excited to partner with Food Lion to bring our new Rainbow Sherbet flavor to consumers across the country," added Chris Miller. "We hope that everyone who tries it will love the sweet and tangy taste as much as we do!"

Fit Soda™ was [originally released](#) and launched in more than 1,100 supermarkets operated by Food Lion, a multistate grocery chain based in Salisbury, North Carolina. Since November 2020, the Company has placed its Fit Soda™ functional beverage product with several other regional chains across the United States to include HEB (as announced in a [November 4, 2020](#) press release), all three banners of Massachusetts-based Roche Bros. (as announced in a [February 24, 2021](#) press release), and Sprouts Farmers Market (as announced in a [March 4, 2021](#) press release). Approximately 700,000 units of Fit Soda™ were sold during the product's first full calendar year of retail sales in 2020 between retail placements in grocery and foodservice outlets, as well as direct-to-consumer sales through the Koios online store. The addition of Fit Soda™ to all 1,100 locations of Food Lion across ten U.S. states has provided the Company with a significant opportunity for Fit Soda™ to have its best year yet in 2023.

KOIOS BEVERAGE CORP.

“Chris Miller”

Chris Miller, CEO, and Director

For further information, please contact:

Gina Burrus

844-255-6467

ir@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 5,000 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 launch of Rainbow Sherbet Fit Soda™ in Food Lion supermarket 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.