

PROMINO NUTRITIONAL SCIENCES INC. SIGNS AGREEMENT WITH LAS VEGAS LIGHTS FC OF USL CHAMPIONSHIP TO MAKE PROMINO™ “THE OFFICIAL PROTEIN DRINK OF THE LAS VEGAS LIGHTS”

- Las Vegas-based professional soccer team owned by six-time MLB All-Star and Promino™ Brand Ambassador Jose Bautista
- Agreement marks first team sponsorship for Promino with multi-year agreement alongside the USL Championship team

BURLINGTON, ON (MAY 23, 2024) – Promino Nutritional Sciences Inc. (CSE: MUSL; OTC: MUSLF; FRANKFURT:93X)(the "Company" or "Promino")(www.drinkpromino.com) has signed a three-year agreement with the USL Championship side Las Vegas Lights FC to become “The Official Protein Drink of the Las Vegas Lights,” beginning in the 2025 season.

“In this new era of the Club, Las Vegas Lights FC seeks to build a player-first and winning culture that leads to attractive and entertaining soccer for families and passionate soccer fans in Las Vegas. As we look to accomplish this, it is important to have quality sponsors like Promino,” said Las Vegas Lights FC Chairman and CEO Jose Bautista. “Our team enjoys Promino and it helps make us stronger on the field – ultimately putting us in a position to compete at a high level for our city and our supporters.”

USL Soccer continues to grow in popularity in the US, with 2023 attendance exceeding 2.2 million, up 42% since 2021¹. The Lights are regularly under the national spotlight in 2024 as the USL Championship previously announced a multi-year renewal of its broadcast agreement with ESPN which allows fans to enjoy all the action on CBS Sports and ESPN networks. In combination with the CBS Sports rights agreement, the USL men’s professional leagues combine for a record 35 nationally televised matches, nearly 4x the total in 2023.

“With soccer becoming one of the most popular sports in the US, our goal is to put the incredible power of Promino front and center for both players and fans,” says Vito Sanzone, CEO Promino Nutritional Sciences, Inc. “Athletes are the first line of offense as we build this great brand.”

About Promino™ and Rejuvenate Muscle™ Brands

Promino™ and Rejuvenate Muscle™ functional beverages utilize a patented formula from the University of Arkansas, led by Dr. Robert Wolfe, and is the result of over USD \$20 million in research, over 25 human clinical trials, over 23 years, on muscle repair, recovery

¹ [USL Championship surpasses two million fan mark for 2023 campaign.](#)

and muscle protein synthesis. The Promino™ Patented Plant-Based Blend contains nine essential amino acids in the precise combination to trigger optimal muscle growth and recovery. The fast-absorbing beverages provide the body with the building blocks of protein faster, without the excess calories, filler and carbohydrates of conventional whey or plant proteins.

The Promino™ Patented Plant-Based Blend is the highest-ranking source of protein quality on the DIAAS score (321) versus whey protein (109). DIAAS is the new gold standard testing for digestible protein quality adopted by the World Health Organization.

About Promino Nutritional Sciences, Inc.

Promino is an innovative and research driven nutraceutical company located in Burlington, Ontario, specializing in the development of patented muscle growth products for the global consumer packaged goods and beverage markets utilizing the Promino Patented Plant-Based Blend.

Flagship brand Promino™ (11 grams of Promino blend) is a drink mix for athletes, weekend warriors and active individuals has shown to be two times more effective than whey protein at building muscle. Promino Brand Ambassadors include NHL player Jack Eichel of the Vegas Golden Knights, MLB and Toronto Blue Jays legend and owner of the USL Champion League Las Vegas Lights, Jose Bautista and NHL legend Kirk McLean of the Vancouver Canucks. Promino™ is NSF Certified for Sport™ which means it is free of banned substances and approved for use by all professional sports leagues.

Rejuvenate Muscle™ (3.6 grams of Promino Blend) is a daily muscle health beverage clinically proven to assist in the building, rebuilding, restoration and rejuvenation of natural muscle mass and helps prevent age-related muscle loss.

To learn more about Promino and its products visit <http://www.drinkpromino.com>.

Forward-Looking Statements

This news release contains "forward-looking information" and "forward-looking statements" (collectively, "forward-looking statements") within the meaning of applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. In some cases, forward looking statements are preceded by, followed by, or include words such as "may", "will," "would", "could", "should", "believes", "estimates", "projects", "potential", "expects", "plans", "anticipates", "continues", or the negative of those words or other similar or comparable words. In this news release, forward-looking statements include, without limitation, statements regarding: the expected effect of the Promino™ and Rejuvenate™ products on the protein market, the Company and its business, including any anticipated benefits to the Company; and the Company's business prospects, future trends, plans and strategies. In preparing the forward-looking

statements in this news release, the Company has applied several material assumptions, including, but not limited to, assumptions regarding the availability of capital resources, business performance, market conditions, customer demand and general economic conditions. Although the forward-looking information contained herein is based upon what management believes are reasonable assumptions as at the date they were made, investors are cautioned against placing undue reliance on these statements since actual results may vary from the forward-looking information. Consequently, all of the forward-looking statements contained herein is qualified by the foregoing cautionary statements, and there can be no guarantee that the results or developments that management anticipates will be realized. Unless otherwise noted or the context otherwise indicates, the forward-looking statements contained herein is provided as of the date hereof, and management does not undertake to update or amend such forward-looking statements whether as a result of new information, future events or otherwise, except as may be required by applicable law.

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No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein.

For further information:

Vito Sanzone, vsanzone@drinkpromino.com, 289-348-1970 ext. 222;

Marc Charbin, Investor Relations, marc.charbin@loderockadvisors.com, 416-467-5229.