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SWMBRD Announces Grant of Stock Options and Appointment of Director

VANCOUVER, BC, September 12, 2022: SWMBRD Sports Inc. (CSE: SWIM) (“SWMBRD” or the “Company”) announces today that it has granted (the “Grant”) an aggregate of 6,770,000 stock options (each, an “Option”) to purchase up to 6,770,000 common shares of the Company to certain directors, officers, employees and consultants of the Company. The Options granted vest immediately upon the Grant and are exercisable for a period of 2 years from the date of Grant at a price of \$0.10 per common share.

All 6,770,000 of the Options and the common shares underlying such Options are subject to a hold period of four months and one day from the date of issuance.

None of the securities acquired in the Grant will be registered under the United States Securities Act of 1933, as amended (the “1933 Act”), and none of them may be offered or sold in the United States absent registration or an applicable exemption from the registration requirements of the 1933 Act. This news release shall not constitute an offer to sell or solicitation of an offer to buy nor shall there be any sale of the securities in any state where such offer, solicitation, or sale would be unlawful.

The Company is also pleased to announce the re-appointment of Mr. Roc Smith as a director of the Company. Mr. Smith was previously a director of the Company but resigned on April 20, 2022 prior to the addition of Mr. Chris Kypriotis to the board of directors. At the Company’s most recent annual general and special meeting, Mr. Kypriotis withdrew his consent to act as a director for personal reasons, although he remains engaged as a consultant. Mr. Smith was appointed to fill the casual vacancy on the Company’s board of directors.

Mr. Smith completed his degree in international fashion marketing, which encompasses areas of logistics and fulfillment, sales, and marketing, international trade, and project management. He is also a graduate of the Wine and Spirit Education Trust (WSET) and has worked in several well-known restaurants in England, Germany, Spain, and Switzerland. Mr. Smith will be an asset to the Company with his international experience and communication skills.

About SWMBRD Sports Inc.

SWMBRD Sports Inc. is a Vancouver, B.C. based sporting goods company looking to enable millions to rethink their way of recreating in the water. Management believes that SWMBRD’s proprietary aquatic sports board, by virtue of its patented design, is revolutionary in how it empowers the human body in the water like nothing before, giving water lovers of all ages and abilities the freedom to explore all aquatic environments with ease.

By offering an aquatic board sport that is versatile, easy to use, easy to store, and which can be used by all ages and body types in any body of water (rivers, oceans, lakes and pools), the Company believes the

sport of swimboarding has the potential to become one of the most popular board sports in the world, and SWMBRD a great aquatic brand.

The Company has refined manufacturing techniques most relevant to the SWMBRD and has successfully produced demonstration fleets of fully functioning boards, which have been in rigorous real-world use in Hawaii, Canada and Greece. The Company is now preparing to commence large scale mass production under an OEM agreement with Take Outdoors of Vannes, France - the preeminent board sport manufacturer in Europe. It is SWMBRD's intention to have Swimboards available for sale in December of 2022.

For further information please contact:

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Forward-Looking Statements

Certain statements in this press release are forward-looking statements and are prospective in nature. Forward-looking statements are not based on historical facts, but rather on current expectations and projections about future events, and are therefore subject to risks and uncertainties which could cause actual results to differ materially from the future results expressed or implied by the forward-looking statements. These statements generally can be identified by the use of forward-looking words such as "may", "should", "will", "could", "intend", "estimate", "plan", "anticipate", "expect", "believe" or "continue", or the negative thereof or similar variations. Such statements are qualified in their entirety by the inherent risks and uncertainties surrounding the Company's business plan with respect to the production and sale of its SWMBRDs; the Company's plan to develop its brand and the sport of swimboarding; and those additional risks set out in the Company's public documents filed on SEDAR at www.sedar.com. Such forward-looking statements should therefore be construed in light of such factors, and the Company is not under any obligation, and expressly disclaims any intention or obligation, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

The Canadian Securities Exchange has not reviewed or approved the contents of this news release.