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VANCOUVER, BC / June 22, 2023 / SWMBRD Sports Inc. (CSE:SWIM (the “Company” or “SWMBRD”)) announces it has signed an agreement with Zimtu Capital Corp. (TSXv:ZC)(FSE:ZCT1) to provide the Company with its ZimtuADVANTAGE program (<https://www.zimtu.com/zimtu-advantage/>). Zimtu will receive \$150,000 from the Company for the duration of each one-year contract.

About ZimtuADVANTAGE:

ZimtuADVANTAGE is a marketing service designed for public companies, providing opportunities and guidance to build their networks. The service offers a range of offerings such as live video conference presentations, comprehensive social media management, in-house content creation, and influencer marketing. Additional features include the use of Rockstone Research to broaden client company awareness, dedicated monthly advertising campaigns for investor lead generation, interactive video conferencing sessions for Q&A, and opportunities for direct investor engagement at trade shows and conferences across North America and Europe. All these services are tracked and reported weekly to ensure transparency and effectiveness.

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 SWMBRD and the sport of swimboarding has the potential to become one of the most popular board sports in the world, and 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 has now commenced large scale mass production under an OEM agreement with Take Outdoors, Vannes, France - the preeminent board sport manufacturer in Europe.

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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 commercial production and anticipated 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.