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SWMBRD Announces Engagement of Quintin Hill, Eron Dodds and, Synergy Corporate Solutions and Grant of Restricted Share Units

VANCOUVER, BC, September 26, 2023: SWMBRD Sports Inc. (CSE: SWIM) (“SWMBRD” or the “Company”) announces today that it has engaged Mr. Eron Dodds as Director of Sales, Eastern Canada. The Company has agreed to engage Mr. Dodds for a term of twelve months, subject to earlier termination by the Company upon 10 days’ written notice or by the Consultant upon 30 days’ notice.

Eron Dodds has been involved in outdoor recreation sales and promotion while directing large groups of outdoor enthusiasts and events for many years. Eron and his wife Jessie are both SWMBRD enthusiasts. He is a well recognized figure in the Ontario, Canada and the United States kayak and kayak fishing community. He continues to serve as a Brand Ambassador, Regional Team member and National Pro-Staff for some of North America’s most iconic outdoor brands including Jackson Kayak, Bending Branches, Frontenac Outfitters, YakAttack, Lyncac Lithium Technology, Tightline Anchor and Malone Auto Racks.

Eron is also the global Pro-Staff Team Leader for Tightline Anchor managing international team members from Canada, the United States and Europe.

The Company has agreed to grant Mr. Dodds 240,000 RSUs in consideration for his services. The RSUs granted to Mr. Dodds will vest in equal monthly installments, commencing September 19, 2023.

President Justin Schroenn says, “We are thrilled to have Eron join the SWMBRD team. His reputation and experience in the Outdoor Recreation Market, specifically Cottage Country is a great asset to SWMBRD and we look forward to a long and successful relationship.

The company also announces today that it has engaged Mr. Quintin Hill as its expert Dive industry consultant. The Company has agreed to engage Mr. Hill for a term of twelve months, subject to earlier termination by the Company upon 10 days’ written notice or by the Consultant upon 30 days’ notice.

With over 25 years experience as a PADI (Professional Association of Diving Instructors) Instructor, Quintin has introduced countless individuals to the exciting sport of diving. His expertise extends from teaching beginner divers to mentoring aspiring professional instructors. In 2021 he launched D I V / O C E A N which became the first PADI Freedive Center in Canada. Quintin also holds a 200gt Master of Yachts license and has spent over a decade as a professional yacht crew member onboard luxury yachts.

The Company has agreed to grant Mr. Hill 240,000 RSUs in consideration for his services. The RSUs granted to Mr. Hill will vest in equal monthly installments, commencing September 19, 2023.

President Justin Schroenn says, “As we prepare to begin our sales and marketing agreement with Riptide Scuba USA, we could not be more excited to welcome Quintin to the SWMBRD team. His extensive experience both in the dive and luxury yacht industry will allow the company to communicate with authority and legitimacy, to all the benefits of SWMBRD to Dive and luxury Yacht industries.

In addition, the Company has entered into a consulting agreement with Synergy Corporate Solutions Inc. (“**Synergy**”). Principal of Synergy, Denise Dingwall has over 20 years’ experience in the corporate, securities and administration industry. Her expertise and experience extend to areas of regulatory compliance, corporate governance, and continuous disclosure obligations for various Canadian public-listed companies. She has worked with numerous public companies listed on the TSX Venture Exchange and the Canadian Securities Exchange. 212,240 RSUs, have been granted to Synergy whereby 171,600 RSUs vest immediately and the remaining 40,640 fully vest on October 18, 2023.

The RSUs granted by the Company are subject to the provisions of the Company’s omnibus equity incentive plan.

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 the engagement of Mr. Greenlaw and Ketchum, Killum & Wynn Creative Inc. as consultants of the Company; the grant of RSUs to the consultants; the anticipated commercial 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.