

SMWBRD SPORTS INC.

SWMBRD ANNOUNCES REGISTRATION OF EU TRADEMARK

VANCOUVER, BC, March 22, 2022 - SWMBRD Sports Inc. (CSE: SWIM) (“SWMBRD” or the “Company”) is pleased to announce that the trademark “SWMBRD” and associated design (logo) has been successfully registered by the European Union Intellectual Property Office. The trademark has been registered in all seven of the [NICE Classifications](#) sought by the Company. The European Union Intellectual Property Office covers all 27 member states of the European Union, and a population of over 447,000,000 people.



“We are very pleased that this key strategic trademark has been granted,” says Justin Schroenn (President and CEO of SWMBRD Sports Inc.). “The European Union is one of SWMBRD’s most important target markets. Not only is the spectacular Mediterranean Coastline from Spain to Greece one of the world’s premier tourism destinations, with the added market of a huge resident population, but SWMBRD’s versatility brings the lakes and rivers of Central and Northern Europe into orbit as well. Given that European cars and apartments tend to be compact, management believes that SWMBRD’s small size, lightness and ease of ownership, make it a perfect aquatic product for targeting the European consumer.

Furthermore, we believe that having this trademark awarded in all seven categories applied for is a very important achievement for the Company and will serve as a strong foundation for marketing future potential SWMBRD products, accessories, events, media and lifestyle products.”

SWMBRD’s expanding intellectual property portfolio continues to be a key strategic component of the Company’s plan for growth.

We would like to thank Thomas Bailey and the team at [Oyen, Wiggs, Green & Mutala LLP](#) for their all their efforts in contributing to this very important achievement”.

In early 2021 SWMBRD made an important strategic decision to change its name, and associated products and brand from ZAMBEZI Sports Inc. to SWMBRD Sports Inc. The Company’s strategic vision is to develop its proprietary swimboard into both a revolutionary sport and a brand, with multiple potential avenues for growth, namely: apparel, accessories, sporting events, carry bags and luggage, storage racks and tote boxes, fitness classes, among others. While ZAMBEZI had been a very popular name, the name could not be trademarked in certain goods classifications desired by the Company.

Effective trademarking on an international scale is a complex process, but vitally important in the competitive world of brands. Many months of detailed analysis, in conjunction with legal counsel, Thomas

Bailey, ([Oyen Wiggs Green and Mutala LLP](#)), as well as their foreign associates, preceded the final selection of the name SWMBRD. Trademark applications were filed for the both the SWMBRD name and logo in key strategic jurisdictions and seven [NICE Classifications](#) between June 15, 2021 and 20 December 2021.

While SWMBRD does not divulge jurisdictions in which trademark applications are still pending, the Company is pleased to keep shareholders apprised of important jurisdictions in which applications have been successful, such the European Union trademarks recently granted.

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 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 sports board that is aimed to be 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 have the potential to become one of the most popular board sports in the world, and SWMBRD has the potential to become a great aquatic brand.

The Company has refined manufacturing techniques most relevant to the SWMBRD and has successfully produced demonstration versions 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 Tahe Sports, Vannes, France - a preeminent board sport manufacturer in Europe. It is SWMBRD's intention and hopes to have boards available for sale in December of 2022.

For further information please contact:

Justin Schroenn – President, Chief Executive Officer and Director

E-mail: justin.schroenn@swmbrd.com

Telephone: 778-870-1497

Matthew Schroenn – Vice President and Director

E-mail: matthew.schroenn@swmbrd.com

Telephone: 604-375 4664

Gareth Schroenn - Vice President

E-mail: gareth.schroenn@swmbrd.com

Telephone: 604-339-2721

Forward-Looking Information

Certain statements in this news release related to the Company are forward-looking statements and are prospective in nature including the statements regarding the Company's expectation that it will target various areas of the European Union as part of its sales and marketing plans; that the Company anticipates the swimboard will be well-suited for its target market of European consumers given its small compact

size; the Company's expectation that its recently granted trademark will serve as a strong foundation for marketing future potential SWMBRD products, accessories, events, media and lifestyle products and as a strategic component of the Company's plan for growth; that the Company will be able to develop the swimboard into a revolutionary sport and a great aquatic brand, with multiple potential avenues for growth, namely: apparel, accessories, sporting events, carry bags and luggage, storage racks and tote boxes, fitness classes, among others; that the Company's swimboard will achieve commercial sales and market penetration and gain popularity as an aquatic sports board, as one of the most popular board sports and as a successful sports brand; the Company's plan to commence large scale mass production of its swimboards with Take Sports and for sales of its swimboards to commence in December of 2022. 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", "could", "would", "intend", "estimate", "plan", "anticipate", "expect", "believe" or the negative thereof or similar variations. There are numerous risks and uncertainties that could cause actual results and the Company's plans and objectives to differ materially from those expressed in the forward-looking statements, including: business disruption risks relating to COVID-19; that the Company may be unable to successfully target various areas of the European Union as part of its sales and marketing plans, or that the swimboard will not gain any acceptance with European consumers for various reasons; that for various reasons the Company's trademark may not support the Company's marketing plans; that the Company may fail to develop the swimboard into a revolutionary sport or as a great aquatic brand as anticipated or at all; that the Company's swimboard may fail to achieve significant commercial sales or market penetration, or otherwise gain popularity as an aquatic sports board and brand; the Company may be unable to implement large scale mass production and/or sales of its swimboards for various reasons as anticipated or at all; and other risks outlined in the Company's publicly filed documents available on SEDAR. Actual results and future events could differ materially from those anticipated in such information. These and all subsequent written and oral forward-looking statements are based on estimates and opinions of management on the dates they are made and are expressly qualified in their entirety by this notice. Except as required by law, the Company does not intend to update these forward-looking statements.