



## **SWMBRD Announces Launch of Pre-Sales Portal and Commencement of Trade Show Roster**

**VANCOUVER, BC, February 10, 2023: SWMBRD Sports Inc. (CSE: SWIM) (“SWMBRD” or the “Company”)** is pleased to announce that it has launched its online pre-sales portal at [www.swmbrd.com](http://www.swmbrd.com).

Management believes this is an important milestone before SWMBRD launches its retail and commercial sales efforts. The Company anticipates accepting payment for pre-orders in March 2023.

SWMBRD President, Justin Schroenn commented, “We are very pleased to have arrived at this critical milestone in the story of SWMBRD – the launch of our online pe-order portal will allow SWMBRD to refine our online ordering processes, inventory management and customer care in partnership with our logistics and fulfilment partner, Farrow Logistics, prior to activating full payment mechanisms in March 2023.”

Russel A. Farrow Ltd. (“**Farrow**”) is Canada's largest independently owned customs agent, with over 100 years of expertise in international trade: [www.Farrow.com](http://www.Farrow.com). Farrow is able to provide SWMBRD with all essential supply chain services, including international shipping, customs brokerage, warehousing, and North American fulfillment services to Canada, USA and Mexico.

Additionally, SWMBRD is pleased to announce that that the Company has commenced its planned Canadian spring trade show schedule. The Company’s plan involves an intensive outdoor recreation-oriented trade show roster between February and April 2023, including a variety of mutually complimentary sub-sectors (i.e., boating, RV, cottage life and outdoor recreation).

The Company commenced the spring 2023 season by attending the five day Vancouver International Boat Show (estimated attendees of approximately 30,000) at B.C. Place Stadium from February 1-5, 2023.

Here follows a timeline of future spring 2023 trade shows at which the Company’s attendance is currently confirmed:

- The Outdoor Adventure Show, Toronto, February 24-26, 2023 (estimated attendees of 30,000);
- The Outdoor Adventure Show, Vancouver, March 4&5, 2023 (estimated attendees of 17,000);
- The Spring Cottage Life Show, Toronto, March 23-26, 2023 (estimated attendees of 40,000); and
- The Victoria Outdoor Adventure Show April 21-23, 2023.

Management believes that the cumulative attendance numbers of these trade shows will provide a broad foundation for potential board sales in the Spring of 2023.

### **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.

For further information please contact:

[www.swmbrd.com](http://www.swmbrd.com)

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### **Forward-Looking Statements**

*This news release contains forward-looking statements. All statements, other than statements of historical fact that address activities, events or developments that the Company believes, expects or anticipates will or may occur in the future are forward looking statements. Forward looking statements in this news release include statements regarding the Company's planned launch of a pre-order payments system in March of 2023; the planned launch of the Company's retail and commercial sales efforts; the Company's plan to use Farrow for customs logistics and fulfillment of sales orders; the Company's planned attendance at trade shows between February and April of 2023; that attendance at trade shows will provide a foundation for potential board sales; the Company's plan to develop its brand and the sport of swimboarding; the expectation that the sport of swim boarding may become one of the most popular board sports in the world, and SWMBRD a great aquatic brand; and those additional risks set out in the Company's public documents filed on SEDAR at [www.sedar.com](http://www.sedar.com). The forward-looking statements reflect management's current expectations based on information currently available and are subject to a number of risks and uncertainties that may cause outcomes to differ materially from those discussed in the forward-looking statements. Although the Company believes that the assumptions inherent in the forward-looking statements are reasonable, forward-looking statements are not guarantees of future performance and, accordingly, undue reliance should not be put on such statements due to their inherent uncertainty. Factors that could cause actual results or events to differ materially from current expectations include, among other things, that the planned launch of a pre-order payments system, launch of the Company's retail and commercial sales efforts and utilization of Farrow Logistics may not occur as expected or at all; the Company may be unable to attend the upcoming trade shows and/or attendance at such trade shows may not provide a foundation for any potential board sales as anticipated or at all; that the sport of swim boarding may not become as widely adopted or popular as expected; general market conditions may impact the business of the Company; and other factors beyond the control of the parties*

*and other risks outlined in the Company's publicly filed documents available on SEDAR may adversely affect the business of the Company. Actual results and future events could differ materially from those anticipated in such information. The Company 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, except as required by applicable law.*