Safety Shot Partners with Atlantic Beverage Distributors to Expand Distribution Into Massachusetts and Rhode Island

July 10, 2024

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JUPITER, FL ? Safety Shot, Inc. (the ?Company?), announced today its strategic partnership with Atlantic Beverage Distributors, a leading Massachusetts and Rhode Island distributor of craft beer, wines, spirits, and non-alcoholic beverages and snacks. This collaboration aims to expand the reach of Safety Shot?s innovative product to additional key markets in the Northeastern region.

Headquartered in Holliston, Massachusetts, Atlantic Beverage Distributors has been a key player in the distribution industry since its founding in 1995. The company began with a mission to distribute specialty beer and wine not represented by volume wholesalers, and it has since evolved to feature the most sought-after brands.

With a deep understanding of the regional market and extensive distribution network, Atlantic Beverage Distributors is uniquely positioned to ensure Safety Shot products are readily available to consumers across Massachusetts and Rhode Island. Atlantic Beverage Distributors' robust team of about 200 employees, including 75 dedicated to sales activities, will be integral in creating a significant impact for Safety Shot in the beverage and spirits market in the Northeast.

"Partnering with Atlantic Beverage Distributors is a significant milestone for the Company," said Safety Shot?s Chief Revenue Officer Josh Wager. "Their expertise in the beverage and spirits industry and dedication to working with specialty products align perfectly with where we want to take Safety Shot as we continue to grow and expand. We are confident that this partnership will enhance our distribution capabilities and help us connect with more consumers in the Northeast."

This latest expansion aligns with the brand?s comprehensive distribution rollout across the Northeast region following a partnership with Prime CSB for distribution in New York and New Jersey.

For more information, visit www.drinksafetyshot.com

About Safety Shot, Inc.

Safety Shot, Inc., a wellness and dietary supplement company, has developed Safety Shot, the first patented wellness product on Earth that lowers blood alcohol content by supporting its metabolism, while boosting clarity, energy and overall mood. Safety Shot is available for purchase online at DrinkSafetyShot.com and Amazon. The Company is introducing business-to-business sales of Safety Shot to distributors, retailers, restaurants, and bars throughout 2024.

Forward Looking Statements:

This communication contains forward-looking statements regarding Safety Shot, including, the anticipated timing of studies and the results and benefits thereof. Readers can generally identify forward-looking statements by the use of forward-looking terminology such as ?anticipate,? ?believe,? ?continue,? ?could,? ?estimate,? ?expect,? ?explore,? ?evaluate,? ?intend,? ?may,? ?might,? ?plan,? ?potential,? ?predict,? ?project,? ?seek,? ?should,? or ?will,? or the negative thereof or other variations thereon or comparable terminology. These forward-looking statements are based on each of the Company?s current plans, objectives, estimates, expectations, and intentions and inherently involve significant risks and uncertainties, many of which are beyond Safety Shot?s control. Actual results and the timing of events could differ materially from those anticipated in such forward-looking statements as a result of these risks and uncertainties and other risks and uncertainties affecting Safety Shot and, including those described from time to time under the caption ?Risk Factors? and elsewhere in Safety Shot?s Securities and Exchange Commission (SEC) filings and reports, including Safety Shot?s Annual Report on Form 10-K for the year ended December 31, 2023 and future filings and reports by Safety Shot. Moreover, other risks and uncertainties of which the combined company is not currently aware may also affect each of the companies? forward-looking statements and may cause actual results and the timing of events to differ materially from those anticipated. Investors are cautioned that forward-looking statements are not guarantees of future performance. The forward-looking statements made in this communication are made only as of the date hereof or as of the dates indicated in the forward-looking statements and reflect the views stated therein with respect to future events at such dates, even if they are subsequently made available by Safety Shot on its website or otherwise. Safety Shot undertakes no obligation to update or supplement any forward-looking

statements to reflect actual results, new information, future events, changes in its expectations or other circumstances that exist after the date as of which the forward-looking statements were made.

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For more information about Safety Shot, Inc., contact the company here:Safety Shot, Inc.Safety Shot561-244-7100info@JupiterWellness.com

Safety Shot, Inc.

Safety Shot, a wellness and functional beverage company, is set to launch Safety Shot, the first patented wellness beverage on Earth that helps people feel better faster by reducing blood alcohol content, boosting clarity and overall mood.

Website: https://drinksafetyshot.com/

Email: info@JupiterWellness.com

Phone: 561-244-7100