Safety Shot to Release On-the-Go Powder Stick Packs of the World's First Alcohol Reducing Product

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JUPITER, FL -- Safety Shot, Inc. (the "Company") is pleased to announce that the world's first product to reduce blood alcohol content will soon be available in an on-the-go powder format.

Vigorous efforts have been made by the R&D team at Safety Shot to successfully create a powdered version of the Company's alcohol-reducing nutraceutical. Expected to launch in early Q4, the powder will feature the Company's clinically backed formula in a convenient stick pack format for on-the-go convenience.

"Our goal was always to offer Safety Shot in a powder form. It was a battle to create a powdered version as several specific ingredients are tricky to work with for many reasons. We are beyond excited to have successfully found a solution that maintains 100% of the efficacy of the world's first alcohol-reducing product. Offering a convenient stick pack is a huge step forward in our R&D processes as we continue to explore extensions for our brand," said COO David Sandler.

Stick pack pouches represent flexible packaging that is distinguished by compact dimensions and slender configuration. There is a growing market with increasing consumer preference for the convenience and versatility of stick packaging solutions. According to a study published by Towards Packaging a sister firm of Precedence Research, the global stick packaging market size accounted for $358.20 million in 2024 and is estimated to be worth approximately $517.61 million by 2031.

Safety Shot stick packs offer a third solution to the Company's growing portfolio and create greater visibility for the entire brand. A stick-pack version will allow for more locations, both in stores and across all retailers, in addition to creating greater convenience for customers. The stick packs will be available in a pack of 6 and selection locations will also offer a single stick option.

"Powder stick packs work well for anyone on the move. No matter where you are, you will be able to have Safety Shot with you and can lower your blood alcohol content in as little as 30 minutes. We look forward to offering this new and easy-to-administer solution for consumers. A powder format will significantly help to

broaden our customer base and to mitigate the negative consequences of drinking," stated CEO Jarrett Boon.

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. You 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

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.

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