Sure Shot Partners with KeHE Distributors to Expand Nationwide Access

November 25, 2024

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JUPITER, Fla., ? Sure Shot, formerly known as Safety Shot, (the "Company"), has announced its strategic partnership with KeHE Distributors, a leading natural and organic, specialty, and fresh food distributor in North America. This collaboration expands Sure Shot's presence to a broader audience and enhances consumer accessibility nationwide.

KeHE Distributors, renowned as one of the nation's largest and most respected pure-play grocery and natural distributors, will play a pivotal role in ensuring that Sure Shot's offerings reach more consumers efficiently and effectively. KeHE's impressive team of more than 6,800 employee-owners and a 19-distribution center network across North America will be impactful in delivering Sure Shot's innovative formula to thousands of new retail locations across the United States.

"We are excited to be joining forces with KeHE, whose large-scale network will be integral in helping to bring Sure Shot to the masses," said Sure Shot's Chief Revenue Officer Josh Wager. "This partnership will enable us to reach new heights in our distribution efforts, ensuring more consumers have access to Sure Shot. We look forward to a successful collaboration that benefits both of our companies and valued customers."

This milestone in distribution follows recent partnership announcements with Atlantic Beverage Distributors and Prime CSB to expand access for Sure Shot across the country. For more information about Sure Shot, please visit their website at https://sureshot.com/.

About Safety Shot, Inc.

Safety Shot, Inc. a wellness and dietary supplement company dedicated to the promotion of responsible drinking, has developed Sure Shot, the first patented wellness product on Earth that lowers blood alcohol content by supporting its metabolism, while boosting clarity, energy and overall mood. Sure Shot is available

for purchase online at sureshot.com and Amazon. The Company is introducing business-to-business sales of Sure Shot to distributors, retailers, restaurants and bars throughout 2024.

Forward-Looking Statements

This press release includes certain disclosures that contain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 about us and our industry that involve substantial risks and uncertainties. All statements other than statements of historical facts contained in this press release, including statements regarding Sure Shot's ability to develop and commercialize a product that lowers blood alcohol content, the timing, progress and results of non-clinical studies and clinical trials, including our product development plans and strategies, Sure Shot's future results of operations or financial condition, business strategy and plans, and objectives of management for future operations, are forward-looking statements. In some cases, you can identify forward-looking statements because they contain words such as "anticipate," "believe," "contemplate," "continue," "could," "estimate," "expect," "intend," "may," "plan," "potential," "predict," "project," "should," "target," "will," or "would" or the negative of these words or other similar terms or expressions. Forward-looking statements are based on Sure Shot's current expectations and are subject to inherent uncertainties, risks and assumptions that are difficult to predict. Factors that could cause actual results to differ include, but are not limited to, our ability to comply with applicable U.S. and foreign laws, rules, and regulations, product liability claims, our ability to develop and market Sure Shot and the risks and uncertainties that are described more fully in the section titled "Risk Factors" in Sure Shot's quarterly report on Form 10-Q for the fiscal quarter ended June 30, 2024, filed with the Securities and Exchange Commission on August 14, 2024, and its other filings with the Securities and Exchange Commission. Forward-looking statements contained in this press release are made as of this date, and Sure Shot undertakes no duty to update such information except as required under applicable law.

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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