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

November 25, 2024

November 25, 2024 -
JUPITER, Fla. -- Sure Shot, Inc., formerly known as Safety Shot, (the "Company") is pleavsed 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 Sure 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 Sure 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.

Sure 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 Sure 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. For more information, please visit their website at https://sureshot.com/.

About Sure Shot, Inc.

Sure 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.

###

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