

Yerbaé Unveils Exciting Innovation: Exclusive Branded Product with Happy Valley United

SCOTTSDALE, Ariz.--(BUSINESS WIRE)--November 28, 2023--Yerbaé Brands Corp., a plant-based energy beverage company, today announced a new national partnership with Happy Valley United (HVU), the Name, Image and Likeness (NIL) collective supporting all 31 varsity sports and more than 800 Penn State student-athletes.

As a leader in the rapidly growing better-for-you energy drink market, Yerbaé has crafted an exclusive plant-based energy drink called Happy Valley Blue Razz along with an iconic custom can that celebrates the spirit of the Happy Valley community and supports the HVU mission. Yerbaé *Happy Valley Blue Razz* can be preordered at yerbae.com/happyvalleyunited beginning today for delivery in early 2024. The partnership will direct a portion of the proceeds from each order to Happy Valley United.

“Happy Valley United is channeling the energy of more than 750,000 alumni and students to find new ways to show their dedication to Penn State student-athletes, and Yerbaé couldn’t be more excited to join them,” said Todd Gibson, co-founder and chief executive officer, Yerbaé. “Our Happy Valley Blue Razz energy drink is inspired by the blueberries and raspberries that grow all around State College, and the iconic blue and white can design makes a clear statement of Happy Valley pride.”

“Everyone in the Happy Valley community, students and alumni alike, can now channel their passion for supporting their student-athletes into a new energy drink thanks to Yerbaé,” Jen Ferrang, Happy Valley United General Manager of Corporate Partnerships and Development, said. “Buy in from alumni and businesses across the state and country is crucial to maintaining championship-level rosters across all sports.”

The partnership and launch of a proprietary flavor shows Happy Valley United’s and Yerbaé’s dedication to supporting student-athletes and fueling the community with an all-natural, zero sugar, zero calorie energy drink.

About Yerbaé

Yerbaé Brands Corp.,(TSXv: YERB.u; OTCQX: YERBF) makes great-tasting energy beverages with yerba mate and other premium, plant-based ingredients. All Yerbaé energy beverages are zero calorie, zero sugar, non-GMO, vegan, kosher, keto-friendly, paleo-approved, gluten free and diabetic-friendly. Founded in Scottsdale, AZ in 2017, Yerbaé seeks to disrupt the energy beverage marketplace by offering a no-compromise energy solution, with input and support from its recently-announced Yerbaé Advisory Board, Sports and Entertainment. Find us @DrinkYerbae on Instagram, Facebook, Twitter/X and TikTok, or online at <https://yerbae.com>.

About Happy Valley United

Happy Valley United (HVU) is the Name, Image and Likeness (NIL) collective supporting all 31 teams and 800-plus student-athletes at Penn State. Supporters, fans and alumni who commit their support to HVU are pledging to maximize opportunities for student-athletes to build their brands and engage with the community. There are various ways to get involved, including corporate partnerships, memberships and charitable contributions. HVU is powered by parent company Blueprint Sports. For more information about NIL partnerships with Penn State student-athletes, visit <https://happyvalleyunited.com/>.

Disclaimer for Forward-Looking Information

This news release contains forward-looking statements relating to the Company. Statements in this news release that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future, including: the anticipated use of proceeds of the Offering; that Yerbaé will receive the necessary approvals from the TSXV or otherwise for the closing of the Offering and the Media Specialists Agreement; that Yerbaé will deliver consistent growth; and Yerbaé's ability to be a leading player in the plant-based functional energy beverage industry. Forward-looking statements are based on assumptions and are subject to a number of risks and uncertainties, many of which are beyond our control, which could cause actual results to differ materially from those that are disclosed in or implied by such forward-looking statements. The material assumptions supporting these forward-looking statements include, among others, that the Company will receive the necessary final approval for the Offering and the Media Specialists Agreement; that the demand for the Company's products will continue to significantly grow; that the past production capacity of the Company's co-packing facilities can be maintained or increased; that there will be increased production capacity through implementation of new production facilities, new co-packers and new technology; that there will be an increase in number of products available for sale to retailers and consumers; that there will be an expansion in geographical areas by national retailers carrying the Company's products; that the Company's brokers and distributors will continue to sell and prioritize the Company's products; that there will not be interruptions on production of the Company's products; that there will not be a recall of products due to unintended contamination or other adverse events relating to the Company's products; and that the Company will be able to obtain additional capital to meet the Company's growing demand and satisfy the capital expenditure requirements needed to increase production and support sales activity. Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, governmental regulations being implemented regarding the production and sale of energy drinks; the fact that consumers may not embrace and purchase any of the Company's products; additional competitors selling energy drinks reducing the Company's sales; the fact that the Company does not own or operate any of its production facilities and that co-packers may not renew current agreements and/or not satisfy increased production quotas; the potential for supply chain interruption due to factors beyond the Company's control; the fact that there may be increases in costs and/or shortages of raw materials and/or ingredients and/or fuel and/or costs of co-packing; the fact that there may be a recall of products due to unintended contamination; the inherent uncertainties associated with operating as an early stage company; changes in customer demand and the fact that consumers

may not embrace energy drink products as expected or at all; the extent to which the Company is successful in gaining new long-term relationships with new retailers and retaining existing relationships with retailers, brokers, and distributors; the Company's ability to raise the additional funding that it will need to continue to pursue its business, planned capital expansion and sales activity; and competition in the industry in which the Company operates and market conditions.

These forward-looking statements are made as of the date of this news, and the Company assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements, except as required by applicable law, including the securities laws of the United States and Canada. Although the Company believes that any beliefs, plans, expectations and intentions contained in this presentation are reasonable, there can be no assurance that any such beliefs, plans, expectations or intentions will prove to be accurate. Readers should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in greater detail under "Risk Factors" in the Company's Information Circular dated November 15, 2022 available on SEDAR at www.sedar.com.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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