



## GURU ORGANIC ENERGY LAUNCHES ITS “BACK TO REALITY” NATIONAL MARKETING CAMPAIGN

- *Third national campaign of 2022 focuses on increasing GURU’s brand awareness in Canada’s main urban centres over a six-week period.*
- *Partnership for a fifth consecutive year with [Occupation Double](#), Quebec’s most watched reality show.*

**Montreal, Quebec, September 7, 2022** – GURU Organic Energy Corp. (TSX: GURU) (“**GURU**” or the “**Company**”), Canada’s leading organic energy drink brand, is pleased to announce the launch of its “Back to Reality” national marketing campaign, aimed at showcasing GURU’s energizing benefits and natural functional qualities, whether for work, school, sports or just everyday life.

Energy for days  
that feel like  
a marathon.

**GURU** GOOD ENERGY  
FOR THE EVERYDAY



“Our Back to Reality campaign will focus on reaching out to people that are in need of Good Energy as September looms, along with work, university, day-to-day reality and weekend fun,” said Carl Goyette, President and CEO of GURU. “For this third national marketing campaign of 2022, we will focus our efforts mostly on major urban centres, where results from our previous Good Energy for the Everyday campaign have shown the largest increases in consumer purchases, and we will continue to target our progressive, health-conscious consumer base.”

“We are also thrilled to once again be a part of Occupation Double, Quebec’s most watched reality show and one of our best media partners over the years. This year will be even more eventful for the contestants and audience alike as it will be filmed on the charming island of Martinique. We firmly believe that these latest omnichannel marketing initiatives will solidify our brand awareness across Canada and continue to create a strong base for our growth ambitions,” added Mr. Goyette.

## **Back to Reality in major cities and university campuses across Canada**

This national campaign, which follows on the coattails of GURU's Good Energy for the Everyday summer campaign, will consist primarily of digital and out-of-home content, influencer campaigns and in-store activations over a six-week period in the major urban centres of Montreal, Toronto, Calgary and Vancouver. In addition, just like last year, GURU will be present on university campuses to start the school year with brand ambassadors, sampling programs, social media contests and unique activations in 25 universities across Canada.

## **Occupation Double Martinique**

For the fifth year in a row, GURU will be featured on the reality show Occupation Double, starting on September 11th. This year, for the first time, the show will air from the island of Martinique, in the Caribbean. GURU energy drinks will be offered to contestants and featured throughout the show, including in five GURU adventures for contestants focusing on the full line-up of GURU energy drinks. In addition, GURU will hold contests for the show's audience to win daily prizes, including a full year's supply of GURU and a GURU fridge for lucky winners. The multi-year partnership with Occupation Double has proven to be highly effective in raising GURU brand awareness across Quebec.

## **About GURU Products**

All GURU energy drinks are plant-based, high in natural caffeine, free of artificial sweeteners, artificial colours and flavours, and have no preservatives. In addition, all drinks are organic, vegan and gluten free – and the best thing is their amazing taste.

## **About GURU**

GURU Organic Energy Corp. (TSX: GURU) is a dynamic, fast-growing beverage company launched in 1999, when it pioneered the world's first natural, plant-based energy drink. The Company markets organic energy drinks in Canada and the United States through an estimated distribution network of over 25,000 points of sale, and through [guruenergy.com](http://guruenergy.com) and Amazon. GURU has built an inspiring brand with a clean list of organic plant-based ingredients. Its drinks offer consumers good energy that never comes at the expense of their health. The Company is committed to achieving its mission of cleaning the energy drink industry in Canada and the United States. For more information, go to [www.guruenergy.com](http://www.guruenergy.com) or follow us [@guruenergydrink](https://www.instagram.com/guruenergydrink) on Instagram and [@guruenergy](https://www.facebook.com/guruenergy) on Facebook.

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## **Forward-Looking Statements**

*This press release contains "forward-looking statements" within the meaning of applicable Canadian securities legislation. Such forward-looking statements include, but are not limited to, information with respect to our objectives and the strategies for achieving those objectives, as well as information with respect to our beliefs, plans, expectations, anticipations, estimates and intentions. Forward-looking statements are typically identified by the use of words such as "may", "would", "should", "could", "expect", "intend", "estimate", "anticipate", "plan", "foresee", "believe", or "continue", although not all forward-looking statements contain these words. Forward-looking statements are provided for the purposes of assisting the reader in understanding the Company and its business, operations, prospects, and risks at a point in time in the context of historical and possible future developments, and the reader is therefore cautioned that such information may not be appropriate for other purposes. 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. Those risks and uncertainties include the following, which are discussed in greater detail under "Risk Factors" in the Company's Annual Information Form for the year ended October 31, 2021, available on SEDAR at [www.sedar.com](http://www.sedar.com): management of growth; reliance on key personnel; changes in consumer preferences; significant changes in government regulation; criticism of energy drink products and/or the energy drink market; economic downturn and continued uncertainty in the financial markets and other adverse changes in general economic or political conditions, as well as the COVID-19 pandemic or other major macroeconomic phenomena; global or regional catastrophic events; fluctuations in*

foreign currency exchange rates; net revenues derived entirely from energy drinks; increased competition; relationships with co-packers and distributors and/or their ability to manufacture and/or distribute GURU's products; relationships with existing customers; changing retail landscape; increases in costs and/or shortages of raw materials and/or ingredients and/or fuel and/or costs of co-packing; failure to accurately estimate demand for its products; history of negative cash flow and no assurance of continued profitability or positive EBITDA; intellectual property rights; maintenance of brand image or product quality; retention of the full-time services of senior management; climate change; litigation; information technology systems; fluctuation of quarterly operating results; risks associated with the PepsiCo distribution agreement; no assurance of continued profitability or positive EBITDA; and conflicts of interest. Certain assumptions were made in preparing the forward-looking statements concerning availability of capital resources, business performance, market conditions and consumer demand. Consequently, all of the forward-looking statements contained herein are qualified by the foregoing cautionary statements, and there can be no guarantee that the results or developments that we anticipate will be realized or, even if substantially realized, that they will have the expected consequences or effects on our business, financial condition, or results of operation. Unless otherwise noted or the context otherwise indicates, the forward-looking statements contained herein are provided as of the date hereof, and we do not undertake to update or amend such forward-looking statements whether as a result of new information, future events or otherwise, except as may be required by applicable law.