



COMEDIAN JAY DU TEMPLE BECOMES BRAND AMBASSADOR FOR GURU ORGANIC ENERGY

- ***GURU will be the content partner for Jay Du Temple's "FIN" Canadian tour.***
- ***The partnership calls for Jay Du Temple's participation in GURU's marketing and social media campaigns and mutual creative projects for the Quebec market.***

Montreal, Quebec - April 30, 2024 - GURU Organic Energy Corp. (TSX: GURU) ("**GURU**" or the "**Company**"), Canada's leading organic energy drink brand¹, is thrilled to announce an innovative and humor-filled partnership with Quebec comedian and host Jay Du Temple. GURU will notably be the content partner for Jay Du Temple's **FIN** Canadian tour, with Jay becoming a GURU shareholder and brand ambassador.

Carl Goyette, President and CEO of GURU, said: "We're proud to welcome Jay, a rising star on the Quebec comedy scene, to the GURU family. We've known Jay since his early days on television, and we've followed his impressive on-stage journey in recent years. Jay embodies GURU's values as an authentic, accessible artist, through his two passions: the stage and sports. As fun, humor and sport take on greater importance for GURU, we sincerely believe that Jay has the potential to make a positive impact on the brand's position in Quebec."

"Deeply grateful that the GURU team is embarking on this crazy project with as much passion and motivation as I am. How fortunate!" added Jay Du Temple.

Jay Du Temple will present his second **FIN** one-man show to French-speaking communities across the country. He'll be running and cycling over 7,725 km, from the Magdalen Islands to Vancouver, and ending his tour in Montreal, from May 4 to July 22.

About Jay Du Temple

Graduating from ENH in 2013, Jay Du Temple immediately began making a name for himself in comedy by hosting popular events in various bars. He signed on to a few TV projects, mainly as a collaborator, before becoming the host of *Occupation Double*, which quickly made him a household name. He hosted the show for six seasons, during which he also toured with his first show. His final performance was at the Bell Centre in January 2020. Through it all, Jay hosts radio shows, writes a collaborative novel, produces his own podcast *Jay Du Temple discute* and participates in various other projects. He presents his second show for the first time in the summer of 2022 and takes on the hosting mandate for the *Gala Québec Cinéma* in December 2023.

About GURU Products

GURU energy drinks are made from a short list of plant-based active ingredients, including natural caffeine, with zero sucralose and zero aspartame. These carefully sourced ingredients are crafted into unique blends that push your body to go further and your mind to be sharper.

About GURU Organic Energy

GURU Organic Energy Corp. (TSX: GURU) is a dynamic, fast-growing beverage company that launched the world's first natural, plant-based energy drink in 1999. The Company markets organic energy drinks in Canada and the United States through an estimated distribution network of about 25,000 points of sale, and through www.guruenergy.com and Amazon. GURU has built an inspiring brand with a clean list of organic ingredients, including natural caffeine, with zero sucralose and zero aspartame, which 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 or follow us [@guruenergydrink](https://www.instagram.com/guruenergydrink) on Instagram, [@guruenergy](https://www.facebook.com/guruenergy) on Facebook and [@guruenergydrink](https://www.tiktok.com/@guruenergydrink) on TikTok.

¹ Nielsen: 52-week period ended January 27, 2024, All Channels, Canada vs. same period year ago.

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Forward-Looking Information

This press release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. Such forward-looking information includes, but is not limited to, information with respect to the Company's objectives and the strategies to achieve these objectives, as well as information with respect to management's beliefs, plans, expectations, anticipations, estimates and intentions. This forward-looking information is identified by the use of terms and phrases such as "may", "would", "should", "could", "expect", "intend", "estimate", "anticipate", "plan", "believe" or "continue", the negative of these terms and similar terminology, including references to assumptions, although not all forward-looking information contains these terms and phrases. Forward-looking information is 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 therefore the reader is cautioned that such statements may not be appropriate for other purposes. Forward-looking information is based upon a number of assumptions and is subject to a number of risks and uncertainties, many of which are beyond management's control, which could cause actual results to differ materially from those that are disclosed in or implied by such forward-looking information. These risks and uncertainties include, but are not limited to, the following risk factors, which are discussed in greater detail under the "RISK FACTORS" section of the annual information form for the year ended October 31, 2023: management of growth; reliance on key personnel; reliance on key customers; 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, the war in Ukraine and geopolitical developments, global inflationary pressure or other major macroeconomic phenomena; global or regional catastrophic events; fluctuations in foreign currency exchange rates; inflation; 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; seasonality; 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; repurchase of common shares; 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; accounting treatment of the PepsiCo Warrants; conflicts of interest; consolidation of retailers, wholesalers and distributors and key players' dominant position; compliance with data privacy and personal data protection laws; management of new product launches; review of regulations on advertising claims, as well as those other risks factors identified in other public materials, including those filed with Canadian securities regulatory authorities from time to time and which are available on SEDAR+ at www.sedarplus.ca. Additional risks and uncertainties not currently known to management or that management currently deems to be immaterial could also cause actual results to differ materially from those that are disclosed in or implied by such forward-looking information. Although the forward-looking information contained herein is based upon what management believes are reasonable assumptions as at the date they were made, investors are cautioned against placing undue reliance on these statements since actual results may vary from the forward-looking information. Certain assumptions were made in preparing the forward-looking information concerning availability of capital resources, business performance, market conditions, and customer demand. Consequently, all of the forward-looking information contained herein is qualified by the foregoing cautionary statements, and there can be no guarantee that the results or developments that management anticipates will be realized or, even if substantially realized, that they will have the expected consequences or effects on the business, financial condition, or results of operation. Unless otherwise noted or the context otherwise indicates, the forward-looking information contained herein is provided as of the date hereof, and management does not undertake to update or amend such forward-looking information whether as a result of new information, future events or otherwise, except as may be required by applicable law.