



## **GURU Organic Energy Achieves Impressive 69% Growth on Amazon Prime Day 2024 Driven by Successful GURU Zero Launch**

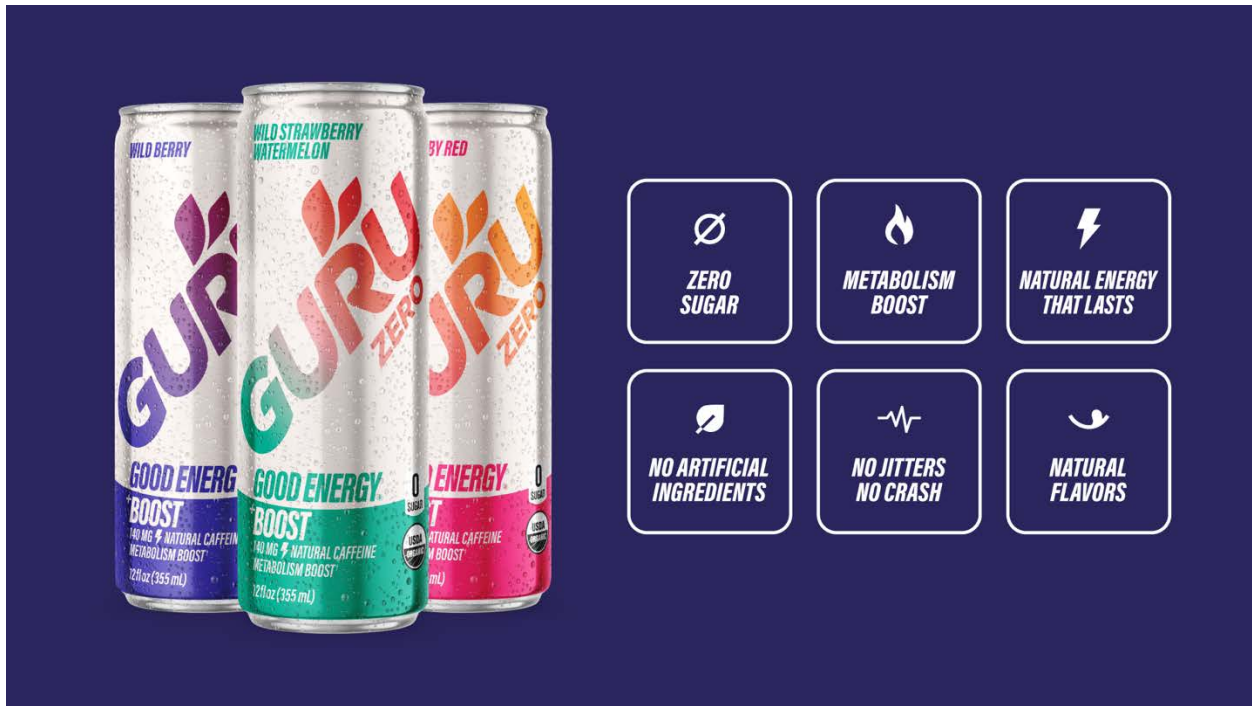
**Montréal, Québec, October 22, 2024** - GURU Organic Energy Corp. (TSX: GURU) ("**GURU**" or the "**Company**"), Canada's leading organic energy drink brand<sup>1</sup>, is thrilled to announce remarkable growth in the United States during Amazon Prime Day 2024.

Building on the successful launch of its **GURU Zero** line on Amazon in September, the brand achieved strong gains in both sales and units sold, reinforcing its position as a leader in the **organic energy drink market**.



During Prime Day, GURU posted a **69% increase in sales** over last year, setting **a new record**. GURU's outstanding performance led to **front page visibility** in several key energy drink categories, including **clean, natural, and zero-sugar energy drinks**.

Carl Goyette, President and CEO of GURU, commented: "Our performance on Amazon Prime Day reflects the growing momentum of our **GURU Zero** lineup in the U.S. since its launch. Consumers are increasingly seeking healthier energy drink options, and our zero-sugar products resonate strongly with those looking for clean, organic alternatives without artificial sweeteners. We're thrilled by the positive response from U.S. consumers and remain committed to expanding our reach in this fast-growing market."



### Successful Launch of GURU Zero

The **GURU Zero** Sugar line, which launched in the U.S. on Amazon in September, has been a key driver of the Company's recent growth. With its unique formula free of sucralose and aspartame, **GURU Zero** addresses the growing demand for **sugar-free, organic energy drinks**. As consumer demand for healthier, sugar-free options continues to grow, GURU is perfectly positioned to lead the shift to cleaner, organic energy alternatives.

The early success of the **Wild Berry** flavor in Quebec, Canada, helped pave the way for the introduction of **Wild Berry**, **Wild Strawberry Watermelon**, and **Wild Ruby Red** on Amazon in the U.S., where they have quickly gained popularity among health-conscious consumers. In its first three weeks, the **GURU Zero** variety pack drove strong initial sales, with many consumers trying the product for the first time. This momentum continued into October, with the **Zero** variety pack emerging as GURU's top-selling SKU for the month so far. Consumer reviews have been highly positive, with feedback focusing on the great taste, the absence of sugar, and the appreciation for no jitters or crashes.

★★★★★

#### Best energy drink money can buy!!

This energy drink absolutely checks all the boxes for me. The taste does not disappoint, it's very delicious. The no sugar or sugar substitutes added is a plus for me. Naturally sweetened from natural ingredients. I did not get jitters from 140 mg of green tea caffeine, in fact I got the energy boost I needed to get me through the evening without any side effects.

★★★★★

#### Steady energy with no jitters or sugar crash

These GURU ZERO SUGAR Wild Strawberry Watermelon are so flavorful! I like that the energy is from natural products that I feel comfortable consuming. The energy is steady with no jitters or sugar crash. This is a generously sized 24 pack. I recommend!

★★★★★

#### Finally a healthy(er) energy drink that I can drink all day

For context, I'm a huge energy drink fan. I've tried maybe 35 different brands since 2017, and very few pass muster and inspire me to buy more. But I'll be buying more Guru. It gives me a nice sustained energy boost without the crash later. I'm highly impressed - and I only like about 10% of the energy drinks I try.

## Strategic Learnings and Focus

This Prime Day success underscores GURU's commitment to expanding its presence in the highly competitive **zero-sugar** segment, which continues to grow rapidly in the U.S. energy drink market. The early success of the **Zero** variety pack is particularly promising, marking the strongest variety pack launch for GURU to date. With the early success of **GURU Zero**, the company is poised to capture a larger share of the rapidly expanding U.S. zero-sugar energy drink segment.

Looking ahead to key retail opportunities during the upcoming holiday season, GURU is well positioned to build on its growing momentum and further strengthen its position in the U.S. market. GURU's unique value proposition of offering organic, sugar-free energy drinks without artificial sweeteners such as sucralose and aspartame sets it apart in a crowded marketplace.

## 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.

To explore GURU's range of organic energy drinks, visit [www.guruenergy.com](http://www.guruenergy.com) or find us on Amazon.

## 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](http://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](http://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.

<sup>1</sup> Nielsen: 52-week period ended July 13, 2024, All Channels, Canada vs. the same period a 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](http://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.*