



GURU ORGANIC ENERGY INTRODUCES THE ZERO SUGAR LINE IN THE US THROUGH AMAZON AND LIFE TIME

- ***GURU is set to expand its footprint in the US with the launch of its highly anticipated Zero Sugar line, targeting the fastest-growing segment of the energy drink category.***
- ***Zero sugar drinks now make up 50% of the \$20+ billion North American energy drink category¹ as consumers become more aware of their sugar intake¹.***
- ***GURU Zero is the only ZERO SUGAR organic energy drink on the market that contains no sucralose or aspartame – artificial sweeteners often associated with potential health risks.***
- ***GURU Zero delivers a metabolism boost with natural caffeine and EGCG/catechins, ingredients clinically proven to accelerate metabolism, supporting an active lifestyle and improved physical performance.***
- ***GURU Zero launches on Amazon with three crowd-pleasing flavors: Wild Berry, Wild Strawberry Watermelon, and Wild Ruby Red, representing over 30% of the flavors sold in North America, and will also be available at Life Time and select US retailers.***

Montréal, Québec, September 5, 2024 - GURU Organic Energy Corp. (TSX: GURU) ("**GURU**" or the "**Company**"), Canada's leading organic energy drink brand², today announced the upcoming US launch of its Zero Sugar line on Amazon, Life Time and at select retailers.



Carl Goyette, President and CEO of GURU said: "Building on the strong performance of our FOCUS Punch line in both Canada and the US, we're excited to introduce GURU Zero to meet the growing demand for sugar-free energy drinks. This innovation targets the booming zero sugar segment of the \$20+ billion North American energy drink market."

“What really sets GURU Zero apart from other sugar-free drinks is that our ZERO SUGAR energy drinks are the only ones on the market that contain no sucralose or aspartame – artificial sweeteners often associated with potential health risks.”

“Like our consumers, our brand evolves with them and stays relevant to their needs. With the early success of Zero Wild Berry in Quebec, we believe our Zero line will perform well in the much larger US market as we continue our mission to clean up the energy drink market,” concluded Mr. Goyette.

“GURU Zero Wild Berry has already proven to be a huge success from the start, with our unique organic, zero-sugar formula, metabolism-boosting properties and unparalleled taste,” added Luc Martin-Privat, PharmD, GURU's Brewmaster and Vice President of R&D and Innovation. “Our two new flavors, Wild Strawberry Watermelon and Wild Ruby Red, are sure to appeal to a large number of natural energy drink consumers. As innovation continues to be a key element of GURU's future growth, we are constantly looking for ways to evolve with consumers in terms of functionality and taste trends.”

To support the US launch, GURU will roll out a comprehensive marketing campaign featuring digital media, engaging social media content, and collaborations with influencers who embody the active, health-conscious lifestyle GURU promotes.



About GURU Zero

WILD ON TASTE, ZERO ON SUGAR: With ZERO SUGAR, zero artificial sweeteners and a variety of wild flavors, consumers can let their awakened energy run wild with absolutely zero regrets.

NATURAL ENERGY THAT LASTS: Packed with 140 mg of natural caffeine.

METABOLISM BOOST: The combination of caffeine and EGCG “epigallocatechin gallate” has been clinically studied to boost metabolism and convert energy faster to support active lifestyle and improved physical performance.

ORGANIC, ZERO SUGAR, ZERO SUCRALOSE, ZERO ASPARTAME: The only energy drink on the market to offer all four.

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 Convenience & Gas 52 weeks ended November 2023, SPINS Multi-Outlet+Natural Channel 52 weeks ended November 2023.

² 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. 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.