The Honorable Jack Brewer, M.Ed. Joins Safety Shot's Advisory Board

- ***Brewer is a frequent news contributor and guest on Fox News, Yahoo Finance, and NewsMax***
- ***He is a White House Presidential Appointee for the Commission on the Social Status of Black Men and Boys and 3-time NFL Team Captain for the Minnesota Vikings, Philadelphia Eagles and New York Giants.***

JUPITER, FL, Sept. 26, 2023 (GLOBE NEWSWIRE) -- Safety Shot Holdings, Inc. (Nasdaq: SHOT) today announced that The Honorable Jack Brewer, M.Ed. has joined the Company's Advisory Board. Mr. Brewer is an ordained minister who possesses a unique combination of expertise in the fields of global economic development, sports and finance through his roles as a successful entrepreneur, executive producer, news contributor and humanitarian. Currently he is serving as CEO & Portfolio Manager of The Brewer Group, Inc., White House Appointee on the U.S. Commission for the Social Status of Black Men & Boys, Chair at the America First Policy Institute's Center for Opportunity Now, as well as well as the Founder and Executive Director of The Jack Brewer Foundation (JBF Worldwide).

A regular contributor to several global media outlets including Fox News, Yahoo Finance, CNBC and NewsMax, in 2014, Mr. Brewer began appearing on Fox Business' Mornings with Maria Bartiromo covering politics, sports and the global capital markets. Since 2016, Mr. Brewer has regularly appeared on Fox & Friends, Fox News @Night, Your World with Cavuto, Making Money with Charles Payne, Sean Hannity, Laura Ingram, Outnumbered and Varney and Co. Mr. Brewer's op-Eds and research has been nationally published over 75 times in publications including The National Business Journals, UN Chronicle, Fox News, Fox Business, NewsMax, Yahoo Finance and Town Hall.

Mr. Brewer is a Former Ambassador and National Spokesperson for the National Police Athletic/Activities Leagues, Former Peace and Sport Ambassador for the International Federation for Peace and Sustainable Development at the United Nations, Former Senior Advisor to former H.E. President Joyce Banda of the Republic of Malawi, and three-time National Football League (NFL) Team Captain for the Minnesota Vikings, Philadelphia Eagles and New York Giants.

"We are honored to welcome Jack Brewer to Safety Shot's Advisory Board. His leadership in charitable causes, in business, and in sports have made a significant impact on the lives of people in the U.S. and abroad," stated Safety Shot's CEO, Brian John. "Jack is one of the most philanthropic human beings I have ever had the honor of kn owing, we look forward to working with Jack to make peoples lives better"

"I'm impressed by what the Safety Shot drink can do to improve wellness amongst people who either enjoy an alcoholic drink once in a while or the guy like me who enjoys a product that enhances focus and clarity. The company has assembled a great team and I'm happy to provide my advice and help raise awareness around a product that supports wellbeing and is poised to have an impact on consumers around the world."

About Safety Shot

Safety Shot, a wellness and functional beverage company, is set to launch Safety Shot, the first patented beverage on Earth that helps people feel better faster by reducing blood alcohol content and boosting clarity. The Company plans to spin off legacy assets from its Jupiter Wellness business to unlock value for shareholders.

Interested investors and shareholders are encouraged to sign up for press releases and industry updates by registering for Email Alerts at https://jupiterwellness.com/email-alerts/ and by following Jupiter Wellness on X (formerly known as Twitter) and LinkedIn.

Forward Looking Statements

This communication contains forward-looking statements regarding Safety Shot, including, the anticipated timing of studies and the results and benefits thereof. You can generally identify forward-looking statements by the use of forward-looking terminology such as "anticipate," "believe," "continue," "could," "estimate," "expect," "explore," "evaluate," "intend," "may," "might," "plan," "potential," "predict," "project," "seek," "should," or "will," or the negative thereof or other variations thereon or comparable terminology. These forward-looking statements are based on each of the Company's current plans, objectives, estimates, expectations, and intentions and inherently involve significant risks and uncertainties, many of which are beyond Safety Shot's control. Actual results and the timing of events could differ materially from those anticipated in such forward-looking statements as a result of these risks and uncertainties and other risks and uncertainties affecting Safety Shot and, including those described from time to time under the caption "Risk Factors" and elsewhere in Safety Shot's Securities and Exchange Commission (SEC) filings and reports, including Safety Shot's Annual Report on Form 10-K for the year ended December 31, 2023 and future filings and reports by Safety Shot. Moreover, other risks and uncertainties of which the combined company is not currently aware may also affect each of the companies' forward-looking statements and may cause actual results and the timing of events to differ materially from those anticipated. Investors are cautioned that forward-looking statements are not guarantees of future performance. The forward-looking statements made in this communication are made only as of the date hereof or as of the dates indicated in the forward-looking statements and reflect the views stated therein with respect to future events at such dates, even if they are subsequently made available by Safety Shot on its website or otherwise. Safety Shot undertakes no obligation to update or supplement any forward-looking statements to reflect actual results, new information, future events, changes in its expectations or other circumstances that exist after the date as of which the forward-looking statements were made.

Safety Shot Media Contact:
Phone: 561-244-7100
Email: investors@safetyshotholdings.com

###

Attachment

- Safety Shot, Inc.

9/26/2023 9:20:00 AM