# Hall of Fame Golfer Ernie Els Signs Endorsement Agreement with Jupiter Wellness

***Multi-Year Agreement to Utilize Player's Name, Endorsement and Likeness in Connection With the Advertisement, Promotion and Sale of the Jupiter Wellness Brands CaniSun, CaniSkin and CaniDermRx***

**JUPITER, FL / ACCESSWIRE / November 19, 2020 /** Jupiter Wellness, Inc. (NASDAQ:JUPW), a developer of innovative sun care and skin care brands today announced it has signed an Endorsement Agreement with World Golf Hall of Famer Ernie Els, one of golf's most prolific winners with a global reach of victories.

Els, known as "The Big Easy", is a former World No. 1 and has 72 professional career victories to his name, with four Major Championships and two World Golf Championships. Els was inducted into to the World Golf Hall of Fame in 2011. His success has earned him numerous awards and achievements, including holding the record for the most consecutive weeks inside the Top-10 of the Official World Golf Ranking.

The Els name also has a global reach beyond golfing. Business endeavors, and charitable work through multiple organizations including The Els for Autism Foundation and The Ernie Els & Fancourt Foundation of South Africa, which provides educational and golfing opportunities to underprivileged youth, define the quality of his legacy and reputation. He has received numerous awards for charitable endeavors, including being named one of the Top Five Most Positive Athletes in the World by the United Nations NGO Voting Academy and receiving the Heisman Humanitarian Award 2017 in recognition of his work in autism.

Els commented, "I've been using CaniSun sunscreen and I love the product. This is an easy endorsement for someone who is in the sun as much as I am."

Brian John, CEO of Jupiter Wellness added, "We're excited that Ernie loves Canisun Suncare Products. His endorsement of our brand is highly impactful and validates our efforts to create top-notch products that consumers love."

To learn more about Ernie Els visit www.ernieels.com, join him on Twitter @TheBig_Easy, and on Instagram @ernieelsgolf.

**About Jupiter Wellness**

Jupiter Wellness, Inc. (NASDAQ:JUPW) is a developer of innovative Suncare and Skin Care brands and other therapeutics with cannabinoids. The Company's clinical pipeline of enhanced skin care therapeutics address indications including eczema, burns, HSV1 cold sores, and skin cancer. Jupiter generates revenues from a growing line of proprietary over-the-counter skincare products including CaniSun™ sunscreen and other wellness brands sold through its distribution platform.

For additional information, please visit www.JupiterWellnessinc.com www.Canisun.com. The Company's public filings can be found at www.Sec.gov.

**Safe Harbor Statement**

To the extent any statements contained in this presentation of Jupiter Wellness, Inc. (the "Company") contains "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995 and the information that are based upon beliefs of, and information currently available to, the company's management as well as estimates and assumptions

made by the company's management. These statements can be identified by the fact that they do not relate strictly to historic or current facts. When used in this presentation the words "estimate," "expect," intend," believe," plan," "anticipate," "projected" and other words or the negative of these terms and similar expressions as they relate to the company or the company's management identify forward-looking statements. Such statements reflect the current view of the company with respect to future events and are subject to risks, uncertainties, assumptions and other factors relating to the company's industry, its operations and results of operations and any businesses that may be acquired by the company. Should one or more of these risks or uncertainties materialize, or the underlying assumptions prove incorrect, actual results may differ significantly from those anticipated, believed, estimated, expected, intended, or planned. Although the company believes that the expectations reflected in the forward-looking statements are reasonable, the company cannot guarantee future results, performance, or achievements. Except as required by applicable law, including the security laws of the United States, the company does not intend to update any of the forward-looking statements to conform these statements to actual results.

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