

SportsQuest, Inc. (OTCPINK: SPQS) Expands Operations Appoints EVP for Crypto and Blockchain Development

January 31, 2025, West Palm Beach, Florida – SportsQuest, Inc. (OTCPINK: SPQS) sportsquest.co, a dynamic sports and entertainment company, is pleased to announce significant developments in its operations as part of its long-term growth strategy. The Company, renowned for its innovative franchise portal, **iefranchise.com**, is positioning itself at the intersection of sports, entertainment, and cutting-edge technology to capitalize on emerging market trends.

The **iefranchise.com** platform serves both B2B and B2C users, providing a comprehensive front and back-office solution that empowers franchise owners and operators to seamlessly manage their businesses. With a user-friendly interface and industry-specific features, it has earned recognition as a trusted resource in the franchise sector.

Strategic Joint Venture with E-Bike Innovator

In a move that underscores its commitment to innovation, SportsQuest is in the process of a joint venture and/or amalgamation with a Canadian-based e-bike manufacturer, distributor, and franchisor. This partner operates active franchised outlets and is recognized for its commitment to sustainable transportation solutions. This collaboration is expected to accelerate SportsQuest's entry into the growing e-bike market and expand its footprint in both the North American and global markets.

A key component of this venture is the development of a utility crypto token to be integrated into the e-bike ecosystem. The token aims to enhance customer engagement, incentivize users, and redefine the ride-to-earn model in the transportation and recreation industries.

Appointment of James Healey as EVP of Crypto and Blockchain Development

To spearhead its blockchain and crypto initiatives, SportsQuest is delighted to announce the appointment of **James Healey** as the Company's Executive Vice President of Crypto and Blockchain Development. Mr. Healey brings a wealth of experience in blockchain technologies and has a proven track record of driving innovation and delivering results in the tech space. His leadership is expected to play a pivotal role in integrating blockchain solutions into the Company's operations and developing the ride-to-earn token ecosystem.

Positioned for Growth and Innovation

SportsQuest's expansion into the e-bike market and blockchain technology reflects its mission to pioneer unique opportunities at the crossroads of sports, entertainment, and technology. The Company remains dedicated to providing value to its shareholders and fostering sustainable business practices through innovation and strategic partnerships.

About Sports Quest, Inc.:

Sports and entertainment Company. The Company developed and maintains a franchise portal for both B2B and B2C front and back-office end users known in the industry as iefranchise.com. The Company is in the process of a joint venture and or amalgamation with a Canadian based e Bike manufacturer distributor and a franchisor with 10 active outlets. The JV is aiming to include the development of a utility crypto token .

Disclosure:

Information in this news release may contain statements about future expectations, plans, prospects or performance of SPQS that constitute forward-looking statements for purposes of the Safe Harbor Provisions under the Private Securities Litigation Reform Act of 1995. The words or phrases "can be", "expects", "may affect", "believed", "estimate", "project" and similar words and phrases are intended to identify such forward-looking statements. SPQS cautions you that any forward-looking information provided by or on behalf of SPQS is not a guarantee of future performance. None of the information in this press release constitutes or is intended as an offer to sell securities or investment advice of any kind SPQS's actual results may differ materially from those anticipated in such forward-looking statements as a result of various important factors, some of which are beyond SPQS's control. In addition to those discussed in SPQS's press releases, public filings, and statements by SPQS's management, including, but not limited to, SPQS's estimate of the sufficiency of its existing capital resources, SPQS's ability to raise additional capital to fund future operations, SPQS's ability to repay its existing indebtedness, the uncertainties involved in estimating market opportunities, and in identifying contracts which match SPQS's capability to be awarded contracts. All such forward-looking statements are current only as of the date on which such statements were made. SPQS does not undertake any obligation to publicly update any forward-looking statement to reflect events or circumstances after the date on which any such statement is made or to reflect the occurrence of unanticipated events

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