

WOWI Inc.

5715 Red Creek Springs Road, East

Pueblo, CO 81005

(303) 902-2050 | anthony@worldofweedinc.com

www.worldofweedinc.com



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WOWI Inc. launches collaboration with radio station FLO 107.1

WOWI Inc., under the trademark WOW WORLD OF WEED, agrees to a collaboration with FLO 107.1 bringing back a legendary Denver D.J., KTONE, to the local Denver, Colorado market. FLO represents a genre of BACK IN THA DAY rap specific music and is widely considered the premiere Colorado radio station boasting talent such as Cathy J, Tony V, DJ Simes Carter (WORLD OF WEED talent), AD and Mayng-ye. D.J. KTONE is returning to his roots at FLO to bring back the old-school hip-hop artists you love and remember, as well as infusing local talented artists into the WORLD OF WEED fueled show named TONAS TURF. TONA (KTONE) is that perfect mix of old with the new, street with mainstream people and lifestyle. We feel this is a perfect marriage with the WOW WORLD OF WEED brand and product lines. Founder and Chairman Anthony C. Russo, with a huge smile says, "This collaboration began with three concerts WORLD OF WEED and Adrian Scott/FLO put on and headlined that were an epic success and began to take on a life of its own. The WOW branding is cool, and hip and the older and younger generation alike follow and have bought into it. I had a vision of making people's lives better and we believe we are doing that everyday through sales, research a development and implementation of social and economic change. The WOW World of weed brand is way more than selling Cannabis, it is a movement, and our launch of this show is another step to that ground swell movement under WOWI. I also love that our new CEO Hugh Kelso bought in off jump and backed us 100%. He is a music lover and visionary and knew right away the impact we will make for WOW! Lastly this fits our goals of national penetration of the WOWI brands and the WORLD OF WEEDIE following and will be implemented with our FLO and Max Media partners in any state we enter."

Tonas Turf launched Friday September 1st, 2023 and will air every Friday 8 p.m. to 10 p.m. D.J. KTONE adds, " After much anticipation, I'm excited to have been able to forge a powerful partnership with WOW and Flo 107.1 to return to Denver's radio airwaves. I look forward to rocking out with Denver each week as I bridge the classic hits, most relevant music of today, and highlight the best of local talent! With decades in the Denver music scene, I was looking for the right team of dynamic, forward thinking and progressive partners, the gentlemen at WORLD OF WEED fit that mold and we clicked quick. Most importantly they saw my vision and I saw theirs!". Post launch WORLD OF WEEDS signature commerce City store saw record weekend numbers and WOW specific products saw a major tick up during that period. Hugh Kelson CEO of WOWI Inc., chimed in, " I knew this company and brand had immense

possibilities and our founder's vision and ideas were so different bringing so many marketing and grass roots ideas to the WOW branding. I loved the idea of going mainstream Radio media along with our internet, SEO marketing and our own internet presents it is all gaining very solid traction and the underlying sales show it. I will be pressing the gas toward more of these branding events to make the competition say WOW and have to raise their bar. When I accepted the helm as CEO, I knew it also wouldn't be a cake walk, but the foundation was there, and it was strong. I am confident we just built the first floor and have at least a few more to go before all is said and done."

You can download FLO 107.1's app and listen to Tonas Turf at 8p.m. to 10 p.m. any Friday night anywhere in the world. Please check it out, its definitely worth it.

WOWI Inc. trades under WOWU on OTC markets pink alternative reporting

<https://www.otcmarkets.com/stock/WOWU/quote>