



FOR IMMEDIATE RELEASE

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THE SHIELD COLLECTIVE AND ITS COLLABORATION WITH THE LAST SHOT HYDRATION DRINK

The Shield Collective is the NIL Collective at the University of Detroit Mercy (UDM). UDM is a private Catholic university in Detroit, Michigan, resulting from the 1991 consolidation of the University of Detroit and Mercy College of Detroit. The University of Detroit was founded in 1877 and has been operated continuously by the Jesuit order. Mercy College of Detroit was founded in 1941 and operated by the Sisters of Mercy.

UDM is currently rated by the Wall Street Journal as #48 in the nation for academics and job placement of its students. In addition to its undergraduate programs, which include liberal arts, engineering, business, and architecture, UDM also operates graduate schools and professional schools of Dentistry, Law, and Optometry. UDM also runs an NCAA Division 1 Athletics program, sponsoring teams in men's and women's basketball, golf, lacrosse, soccer, track and field, cross country, fencing, and women's softball.

The Shield has partnered with Last Shot Hydration Drink at UDM. At all home games in Calihan Hall, cans of Last Shot are sold to the public with all proceeds going to The Shield. Additionally, cans of Last Shot are sold in the Titan Club room, with all proceeds going to The Shield. Last Shot is also available to student-athletes for use as part of their hydration and recovery programs after practice and games. Last Shot has been offering discount coupons to UDM fans to purchase its drinks on Amazon.

The Shield's "Titan-Up – The Podcast" also mentions Last Shot in one 30-second advertisement per podcast. In its first two months of operation, this podcast garnered almost 10,000 total downloads and views on its various social media platforms, as well as on Apple Podcasts, Spotify, iHeartRadio, and Amazon.

Maurice Owens, CEO of Last Shot Hydration Drink, stated, "We are excited about our partnership with UDM Titan players in the NIL space. We are thrilled to add DMC to our D1 school platform, which will help bring greater brand awareness. It has been a successful partnership so far, and we are eager to see where it takes us."

Safe Harbor Statement

This news release contains "forward-looking statements" as defined in Section 27A of the United States Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Any statements in this press release that are not purely historical are forward-looking statements, including statements regarding beliefs, plans, expectations, or intentions about the future. Forward-looking statements can be identified by words like "believes," "expects," "anticipates," "foresees," "forecasts," and "estimates," or similar expressions. These statements encompass, but are not limited to, the development, costs, and outcomes of new business opportunities.

Actual results could differ significantly from those projected in these forward-looking statements due to numerous factors. These factors include, among others, the inherent uncertainties associated with new business opportunities and development stage companies. Forward-looking statements in this release are made as of the date hereof, and we do not undertake to update these statements or the reasons why actual results could differ materially. Although we believe that the beliefs, plans, expectations, and intentions expressed herein are reasonable, there is no assurance that they will be accurate. Investors are advised to consult the information in this release and refer to the risk factors disclosed in our annual report on Form 10-K for the most recent fiscal year, our quarterly reports on Form 10-Q, and other periodic reports filed with the Securities and Exchange Commission.

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