

UPPR Raises a Glass: Acquiring Casa Rica Tequila to Kick Off a Bold Future

FOR IMMEDIATE RELEASE

Los Angeles, CA - January 25, 2025 — Upper Street Marketing Incorporated (stock symbol: UPPR) is thrilled to announce its acquisition of Casa Rica Tequila, a premium brand celebrated for its impeccable craftsmanship and commitment to quality. <https://www.casaricatequila.com/>

This partnership is a giant step forward in UPPR's mission to support rising brands in competitive spaces and equip them for long-term growth. The agreement entails issuing **10 million restricted common shares**, reflecting UPPR's commitment to facilitating Casa Rica Tequila's growth and development. UPPR intends to increase Casa Rica's exposure and establish dominance in the competitive spirits market with this partnership.

"We're excited to partner with Upper Street Marketing and tap into their expertise and resources to take Casa Rica to the next level," said **Justin Urich**, CEO of Casa Rica Tequila. "Our shared vision for growth will allow us to expand distribution channels, connect with a new audience, and elevate the Casa Rica brand on a global scale."

Targeted Growth to Deliver Shareholder Value

Backed by UPPR, Casa Rica Tequila anticipates roughly **\$5.3 million in gross revenue** within its first year alone. The company is focused on creating strong distribution partnerships and securing celebrity endorsements to strengthen brand exposure and increase sales. "This acquisition represents a distressed opportunity that, over the next couple years, has the potential to deliver significant returns for our shareholders," said **John D. Quinn**, CEO of UPPR.

About Upper Street Marketing, Inc.

Upper Street Marketing Incorporated (UPPR) invests in and supports innovative companies to help them scale through strategic growth and strong partnerships. We are an enterprising capital syndicate and acquisition steward, meticulously curating avant-garde ventures with untapped potential. UPPR aims to maximize shareholder value and orchestrate lasting success by nurturing synergistic partnerships and deploying industry expertise.

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