

FOR IMMEDIATE RELEASE

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New Seto Holdings, Inc. Directors Issue Shareholder Letter on Recent Change in Control and Acquisition Transaction

New Leadership and Strategic Acquisitions Signal Bold New Chapter for SETO Holdings, Inc.

Washington, DC – June 26, 2026 – [SETO Holdings, Inc.](#) (OTC: SETO) (“SETO” or the “Company”), a newly repositioned, publicly traded company focused on premium spirits and cultural lifestyle brands, today announced the completion of a transformative change-in-control transaction and the strategic acquisition of a majority ownership interest in Shinju Spirits, Inc., the owner and operator of Shinju Japanese Whisky, as well as Copa Imperial Tequila.

As part of the transaction, Janon Costley has been appointed Chief Executive Officer and Ryan Dolder has been appointed as Chief Operating and Financial Officer. Both are seasoned spirits industry executives and the architects behind Shinju Spirits’ success and emerging brand portfolio. The Company’s principal executive offices and operations are now located in Hyattsville, Maryland.



This acquisition and leadership transition marks a decisive pivot in SETO’s corporate trajectory – from a legacy shell to a vertically integrated growth platform focused on incubating, acquiring, and scaling culturally resonant luxury spirits and experiential lifestyle brands.

A letter from Messrs. Costley and Dolder to SETO’s shareholders is republished below.

Own the Spirit™

Dear Shareholders,

We are honored to introduce ourselves as the new leadership team of SETO Holdings, Inc. This communication is intended to provide a high-level overview of our vision, our strategic acquisitions, and what lies ahead. We believe SETO is now uniquely positioned to deliver long-term value through disciplined brand development, innovative operations, and scalable growth.

瀬戸

Our Name. Our Vision.

SETO (瀬戸), meaning strait, gateway, or passage in Japanese is a symbolic representation of our mission to serve as a bridge between tradition and innovation, East and West, culture and commerce.

We've reimagined SETO as a multi-brand, vertically integrated spirits and lifestyle platform, engineered to connect every stage of a brand's life cycle—from creation and distillation to retail, marketing, and strategic exit.

Strategic Focus.

Our platform is designed to maximize shareholder value by building and accelerating premium brands within a closed-loop ecosystem that merges:

- Ownership
- Production & Bottling
- Distribution
- Experiential Marketing
- Consumer Engagement

Through this ecosystem, SETO seeks to drive velocity, improve margins, reduce CAC (customer acquisition costs), and command premium valuation multiples at exit.

Key Strategic Pillars.

1. Vertical Integration

SETO controls margin and brand messaging through unified operations—from ground to glass.

2. Sales Velocity as Strategy

Valuation in the spirits space is case-driven. Our business model is engineered for speed-to-market and volume.

3. Cultural Storytelling

We invest in brands with narrative depth and global resonance — rooted in heritage, refined by craftsmanship, and elevated through innovation.

4. Exit-Driven Growth

Our portfolio brands and companies are built to scale — and sell. SETO prepares each brand for buyout-readiness through a combination of operational support and market positioning.

Our Initial Portfolio.

Shinju Japanese Whisky

A premium Japanese Whisky brand, designed to be both authentic and accessible, serving as a gateway to the Japanese Whisky category for modern, multicultural consumers. The portfolio includes the award-winning White Pearl blended expression which is distributed in 15+ U.S. markets including CA, NY, TX, FL, and GA, with placements in [Total Wine](#), [ReserveBar.com](#) and other top off and on-premise locations. International expansion includes the UK, Austria, and other EU countries. Strategic production and aging partnerships in Japan ensure long-term supply, with additional brand extension plans that are set to drive velocity and long-term brand equity. The Brand can also be purchased and shipped directly into 42 states through Shinju's website, [ShinjuWhisky.com](#).

Copa Imperial Tequila

An ultra-premium tequila positioned for aspirational consumers with a focus on heritage production, elevated packaging, and experiential marketing.

Experiential Marketing.

SETO intends to acquire and integrate best-in-class agencies and technology platforms in sales, event marketing, and digital engagement to support portfolio-wide brand velocity and investor outreach.

What's Next.

SETO will continue to identify and acquire high-potential spirit and lifestyle assets with global relevance, beginning with its core focus in Japanese whisky and luxury agave. Our roadmap includes:

- Strategic expansion into top U.S. and International markets.
- Investment in Aging, Brand Extensions, DTC, travel retail, experiential and digital marketing platforms.
- Execution of a Reg A+ offering to capitalize operations and drive shareholder liquidity.

We are grateful for your continued support and invite you to follow this journey as we build a modern beverage platform rooted in cultural legacy and designed for scale.

Own the Spirit. Own the Opportunity.

Sincerely,

Janon Costley
Chief Executive Officer & Director

Ryan Dolder
Chief Operating and Financial Officer & Director

Safe Harbor Statement: Statements in this news release may be “forward-looking statements.” Forward-looking statements include, but are not limited to, statements that express our intentions, beliefs, expectations, strategies, predictions, or any other statements relating to our future activities or other future events or conditions. These statements are based on current expectations, estimates and projections about our business based, in part, on assumptions made by management. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. Therefore, actual outcomes and results may, and are likely to, differ materially from what is expressed or forecasted in forward-looking statements due to numerous factors. Any forward-looking statements speak only as of the date of this news release and the company undertakes no obligation to update any forward-looking statement to reflect events or circumstances after the date of this news release.

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