LiveWire Ergogenics Prepares to Launch SOL VIDA Wellness Product

Anaheim, CA – October 7, 2025 – LiveWire Ergogenics Inc. (OTC: LVVV) today announced considerable progress in the development of its unique **SOL VIDA Wellness** product line. The first products are expected to be available by the end of the year. This marks LiveWire's transition from large-scale cultivation toward a **leaner, higher-margin business model** focused on its branded consumer packaged retail products **and custom "White Label" products for other companies**, tailored to evolving consumer demand.

Bill Hodson, CEO of LiveWire, stated: "Over the last two years, we have carefully adjusted our business model to rapidly changing market conditions by eliminating the high expense of our large cannabis cultivation operation on Estrella Ranch. This strategic shift allows us to focus fully on developing and marketing innovative cannabinoid and general wellness products that deliver greater consistency, scalability, and profitability. Our first market entry will be the **SOL VIDA Squirt Bottle**, a premium, highly condensed cannabis and hemp-derived elixir designed to provide consumers with a convenient, one-dose-per-squirt experience."

The initial **SOL VIDA Squirt Bottle** product line will feature three flavor options — *Watermelon, Lemon-Lime, and Vanilla*. Each formula incorporates cannabinoids such as THC, CBD, CBG, or CBN (where legally permitted), paired with natural flavorings to provide a versatile wellness solution that can be consumed directly or added to any beverage of the customer's choice. In addition to cannabinoid-based formulations, LiveWire is also developing **non-cannabinoid wellness products**, enabling the Company to distribute these products through a broader range of retail and direct-to-consumer channels nationwide.

Key Product Highlights

- **Convenience & Customization:** Single-squirt, dose-controlled format for easy, discreet use.
- **Wellness-Oriented Design:** Highly condensed, full-spectrum elixirs crafted for balance, relaxation, and rejuvenation.
- **Expanded Distribution Potential:** Development of non-cannabinoid product options to reach mainstream wellness and lifestyle markets across all states.
- **Quality Assurance:** Our products are produced through solventless extraction, using carefully sourced strains and licensed manufacturers in California to ensure consistency and potency, reflecting our unwavering commitment to quality.

Looking Ahead

LiveWire plans to expand its SOL VIDA product portfolio and leverage its **Estrella Health & Wellness** platform to develop additional wellness products at Estrella Ranch. This strategy is designed to create new revenue opportunities and diversify beyond cultivation. In addition to its branded products, the Company intends to aggressively pursue **custom white label partnerships**, providing private-label solutions for other companies and opening multiple additional revenue streams in the growing wellness sector.

"Our goal is to deliver innovative wellness products that resonate with today's consumers while creating stronger, more predictable and balanced revenue streams and improved margins for the Company," *added Hodson.* "By focusing on branded consumer packaged retail products, non-cannabinoid formulations, and custom white label products for other companies, we can better control pricing, strengthen sales forecasting, and ultimately deliver greater long-term value to our shareholders."

About LiveWire Ergogenics Inc.
LiveWire (the "Company") is focused on building long-term shareholder value through the development and marketing of innovative wellness products designed to meet the growing consumer demand for healthier lifestyle solutions. The Company's portfolio of its **SOL VIDA** and **Estrella Health & Wellness** brands includes hemp-derived formulations, select THC- and CBD-based specialty products where legally permitted, and a broad range of general wellness solutions. LiveWire will distribute its products through licensed partners, retail networks, and direct-to-consumer channels across the U.S., depending on configuration. By expanding its presence in the fast-growing wellness sector, the Company aims to capture significant market opportunities while maintaining strict regulatory compliance and transparency. For more information, visit www.livewireergogenics.com.

Forward-Looking Statements

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