

FOR IMMEDIATE RELEASE



GestureTek™ Launching New Retailer Media Project

Hardware Co-operative with 1,000 Locations

October 6, 2026 – OTC Markets Disclosure & News Service, New York, NY – Winning Brands Corporation (OTCID:WNBD) www.WinningBrands.com www.GestureTekHealth.com www.GestureTek.com is launching a pilot project with a national hardware store co-operative in Q4 to operate a GestureTek proprietary internal advertising media network. Canada's Home Hardware group operates 1,000 dealer-owned hardware stores from coast-to-coast, and is affiliated with America's Do-it-Best hardware banner through their Alliance International shared purchasing arrangements. Do-it-Best adds 8,000 additional stores to the potential reach of this GestureTek initiative.

In Q4, Winning Brands' GestureTek technology division will install its first gesture-controlled interactive floor display as a pilot project within the Home Hardware group. The plan is to advance from the initial location in the lead store to 20 (already identified), and thereafter have adequate proof-of-principle for a national roll-out.

In the Home Hardware organization, outlets are independently owned by dealers. This increases decision making flexibility to suit local conditions. This structure can provide the GestureTek project with earned internal advocacy amongst the dealer-owners of the co-operative if the pilot project is successful.

This launch development benefits Winning Brands shareholder interests for several reasons. This is the first retailer media network opportunity secured by Winning Brands since it acquired the GestureTek brand. This is also a milestone in Winning Brands' aspiration to achieve significant sales at a scale that eluded Winning Brands when its growth focus was on specialty chemical products. Also, an internal media network business model within a large retailer setting delivers recurring revenue. This arises from the repeat nature of advertising purchased by participating consumer product brands sold within the stores where the GestureTek media network operates.

Winning Brands will release a Shareholder Update in November 2026 with photographs of the first installation in this initiative and an explanation of how the business model operates. This will include examples of revenue at prescribed system scale thresholds. Photos of participating brand advertisements on the GestureTek system will also follow.

MANAGEMENT COMMENTARY

GestureTek Co-Founder and Vision Leader, **Vincent J. Vincent**, comments: “Prior to COVID, and Winning Brands’ acquisition, GestureTek annual sales were in the millions of dollars per year. Our goal is to recover that level and surpass earlier successes by introducing the recurring revenue model under our own name for the first time. Our legacy health market business with individual end-user sales remains. Our recurring revenue model in retail settings opens a door for GestureTek to exciting modern ad income concepts. This is a first for Winning Brands shareholders.”

ABOUT WINNING BRANDS

Winning Brands Corporation (Delaware) is an AI technology-driven holding company listed on OTC Markets (OTCID: WNBD). Its core operating division, GestureTek™, is a pioneer of camera-based gesture recognition with a 35+ year operating history, over 60 patents awarded, and a licensing heritage that includes Sony’s PlayStation EyeToy and Microsoft’s Xbox. GestureTek’s focus is AI gesture software that enables touchless human-machine interaction across digital displays, immersive environments, and interactive media networks. The company’s strategy is to scale GestureTek through new applications, a recurring-revenue model, and channel partnerships. Corporate X: @GestIntel

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FORWARD-LOOKING STATEMENTS

This news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include, but are not limited to, statements regarding the development, integration, and anticipated benefits of artificial intelligence capabilities for the GestureTek platform, the expansion of retail media network applications, and the Company’s strategic direction. These statements are based on current expectations and assumptions and are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied. Winning Brands Corporation undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by applicable securities laws. Investors are cautioned that the statutory safe harbor for forward-looking statements under the Private Securities Litigation Reform Act of 1995 is not available to issuers of penny stock.