



Livewire Ergogenics Opens Estrella Ranch for Exclusive Tours as Part of its Commitment to Transparency

Anaheim, CA, August 16, 2023 -- LiveWire Ergogenics Inc. (OTC: LVVV), a company focused on acquiring, managing, leasing, and licensing special purpose real estate properties and operations conducive to producing carefully handcrafted and organically grown cannabis products for medical and recreational adult-use in California today announces that it is opening its Estrella Ranch cultivation operation, the Estrella Weedery in Paso Robles, California for shareholder visits. This exciting development will allow qualifying shareholders to witness the magic behind our premium cannabis products personally.



Bill Hodson, CEO of Livewire Ergogenics, states: "There's truly nothing quite like experiencing it firsthand – seeing, touching, and smelling these incredible plants, witnessing our state-of-the-art security and tracking systems in action, and engaging with the talented individuals who passionately work our operation. While we cannot permit direct physical contact with the plants in the cultivation areas, you will be greeted by a breathtaking sea of vibrant greenery, even since our initial acre has already been harvested. Our facility is

meticulously safeguarded and maintained, ensuring a secure and pristine environment. Although we cannot fully unveil our operation to the general public for legal and security reasons, we are thrilled to offer our loyal shareholders an exclusive opportunity to peek behind the curtain."

Mr. Hodson continued, "The cultivation of cannabis often carries an air of secrecy and mystique. We have decided to shatter these barriers and provide our dedicated shareholders with an immersive experience. To maintain the integrity of our growth and protect it from external influences, we have implemented a certification and security process for every visitor. This unique opportunity will allow qualifying Livewire shareholders to witness our large-scale cultivation operation up close and personally while providing a platform for them to address any lingering questions or curiosities. You will be as close as possible to our organic-style, sun-grown California cannabis plants. We eagerly anticipate welcoming you to our picturesque Estrella Ranch in Paso Robles, California. Specific visiting days will be announced well in advance."

To be eligible for this extraordinary visit, please get in touch with ir@livewireergogenics.com to request an application.

The Livewire Estate Grown Weedery

Estrella Ranch is a historic ranch property in Paso Robles, the center of California wine country. Through its subsidiary Estrella Ranch Partners, the Company has transformed this stunning property into the world's first "Estate Grown Weedery™," with three acres of high-end, organic sun-grown cannabis products, eventually meant to become the ultimate Cannabis tourist and education destination. Estrella Ranch is the central hub for all Livewire operations in California and shares valuable resources as needed with Livewire's subsidiary Makana Ola Ranch in Humboldt, California. Makana Ola Farms is a 40-acre property with a 10,000 sqft cultivation area in the heart of Humboldt County in Northern California, the birthplace of California's cannabis cultivation. Makana Ola is a well-guarded secret of unique marijuana horticulture with a long tradition of quietly growing amongst the giant redwoods. The Livewire "Estate Grown Weedery" cultivation process focuses on the cost-effective production of the best quality organic-style cannabis in California while generating the smallest possible carbon footprint and using as few of California's energy resources as possible. Visit <https://estrellariverfarms.com>.

About LiveWire Ergogenics Inc.

The Company focuses on acquiring, managing, and licensing well-qualified cannabis real estate locations of fully compliant facilities to produce cannabis-based products for statewide distribution in California. This includes developing and licensing high-quality organic cannabinoid-based specialty products and services to create the high-quality "Estrella Estate Grown Weedery™" brand, cultivated by its subsidiary/affiliate

companies Estrella Ranch Partners, Estrella River Farms, and Makana Ola. LiveWire Ergogenics does not produce, sell, or distribute products that violate the United States Controlled Substances Act.

For more information about LiveWire Ergogenics, visit www.livewireergogenics.com. Follow LiveWire Ergogenics on Twitter @livewireLVVV, or go to www.stockwatchindex.com/livewire-ergogenics for non-material updates.

LIVEWIRE ERGOGENICS, INC

1600 North Kraemer Blvd.
Anaheim, CA 92806
714-740-5144
www.livewireergogenics.com
www.estrellariverfarms.com
info@livewireergogenics.com

MARKET AWARENESS

Stockwatchindex, LLC
442-287-8059
www.stockwatchindex.com
info@stockwatchindex.com

LIVEWIRE INVESTOR RELATIONS

Tristan Cavato
(805) 835-2415
ir@livewireergogenics.com
info@livewireergogenics.com