



Apple Rush Company Inc. moves closer to finalizing Lena Brewing Acquisition with final payment of \$255,000

Orlando, FL, Dec. 21, 2023 (OTC Markets) -- The Apple Rush Company, Inc. (US OTC PINK: APRU), announces that it has filed a current report with OTC Markets Group regarding the acquisition of Lena Brewing. As previously stated in the current report, *"On December 18, 2023, the Apple Rush Company, Inc. transferred by wire the \$255,000 balance to Lena Brewing, Inc. ("Lena Brewing") to pay off outstanding promissory notes to various founders of Lena Brewing. This payment is the final payment after the initial \$500,000 payment wired in October 2023. APRU and Lena Brewing will be working with Lena's lenders for transfer of responsibility of outstanding loan covenants and guarantees to APRU and upon lender approval and transfer, APRU and Lena Brewing will file required paperwork with governmental agencies to transfer ownership of Lena Brewing to Apple Rush Company, Inc. as a wholly owned subsidiary. Operations will be maintained by Ross Vehmeier and the staff at Lena Brewing."* Tony Torgerud, CEO of Apple Rush, stated, "We have spent nearly two years working out the final details of this acquisition. We are excited to have Ross Vehmeier and his team leading the production for all of our future products. Having the capability in-house to produce our own specialty beverages, white label and private label beverages, allows us to control our own destiny. We will no longer have to worry about a production run going wrong as it will be entirely in our own hands. This streamlined and optimized production will allow us to do high profit craft production for new ventures. We will have one of the only craft scale tunnel pasteurization systems in the country. This is phase one of our business plan to build, or acquire, up to eight facilities across the country."

About The Apple Rush Company, Inc.

The Apple Rush Company, Inc., through its subsidiary APRU, LLC, is a distributor of CPG products under the trademarked Apple Rush brand, Element brand and other labels. The Apple Rush brand has more than 50 years of existence in the natural beverage industry. As a historical leader in the organic and natural beverage sector our goal is to now become a leader in the distribution of anhydrous hemp oil products nationwide. For more information, please go to

www.aprubrands.com, www.element-brands.com, elementk.kratomwave.store
with our expanded product portfolio.

Safe Harbor Act: Forward-Looking Statements are included within the meaning of Section 27A of the Securities Act of 1933, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements regarding our expected future financial position, results of operations, cash flows, financing plans, business strategy, products and services, competitive positions, growth opportunities, plans and objectives of management for future operations including words such as "anticipate," "if," "believe," "plan," "estimate," "expect," "intend," "may," "could," "should," "will," and similar expressions are forward-looking statements and involve risks, uncertainties and contingencies, many of which are beyond our control, which may cause actual results, performance, or achievements to differ materially from anticipated results, performance, or achievements. We are under no obligation to (and expressly disclaim any such obligation to) update or alter forward-looking statements, whether as a result of new information, future events or otherwise.

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