SIMPLY BETTER BRANDS CORP. ANNOUNCES LAUNCH OF TRUBAR™IN ALL COSTCO WAREHOUSE CLUB LOCATIONS ACROSS MEXICO

- **Costco Mexico is the second international market launch for TRUBAR™ following the brand's recent introduction in Costco Canada**

VANCOUVER, BC, April 28, 2025 /CNW/ - Simply Better Brands Corp. ("SBBC" or the "Company") (TSXV: SBBC) (OTCQX: SBBCF) a rapidly growing brand accelerator in the global protein-based nutrition category, offering innovative, plant-based protein products that prioritize clean ingredients and exceptional taste, today announced the launch of TRUBAR™ in Costco Warehouse Club locations across Mexico, representing the second international market launch for the brand following its recent introduction in Costco Canada.

Tru Mexico (CNW Group/Simply Better Brands Corp.)

The launch of TRUBAR™ is now underway in all 42 of Costco's warehouse club locations in Mexico featuring two of the brand's most popular flavor varieties: "Oh Oh Cookie Dough," and "Daydreaming about Donuts." Mexico is Costco's third largest market after the U.S. and Canada.

"We are very excited to introduce TRUBAR™ to the Mexico market and build on our partnership with Costco which continues to be a key pillar in our strategy to drive trial and build consumer awareness of our clean ingredient brand," said Erica Groussman, Co-Founder & Chief Executive Officer of TRUBAR™. "As our second international launch, this marks an exciting step forward in making our clean-ingredient, better-for-you snacks accessible to health-conscious consumers globally. We look forward to introducing TRUBAR™ to health-conscious consumers in Mexico and growing our international footprint in additional markets."

About Simply Better Brands Corp.

Simply Better Brands Corp. is a rapidly growing brand accelerator in the global protein-based nutrition category, delivering premium protein products made with clean ingredients, exceptional taste, and a commitment to sustainable health and wellness. Focused on innovation and customer empowerment, the company aims to redefine modern nutrition while expanding its reach in this dynamic market. For more information on Simply Better Brands Corp., please visit: https://www.simplybetterbrands.com/investor-relations.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

Forward-Looking Information

Certain statements contained in this news release constitute "forward-looking information" and "forward looking statements" as such terms are used in applicable Canadian securities laws. Forward-looking statements and information are based on plans, expectations and estimates of management at the date the information is provided and are subject to certain factors and assumptions, including, among others, that the Company's financial condition and development plans do not change as a result of unforeseen events, the regulatory climate in which the Company operates, and the Company's ability to execute on its business plans. Specifically, this news release contains forward-looking statements relating to, but not limited to expansion plans for TRU Brands products, and the success of the Company's marketing efforts.

Forward-looking statements and information are subject to a variety of risks and uncertainties and other factors that could cause plans, estimates and actual results to vary materially from those projected in such forward-looking statements and information. Factors that could cause the forward-looking statements and information in this news release to change or to be inaccurate include, but are not limited to, the risk that any of the assumptions referred to prove not to be valid or reliable, that occurrences such as those referred to above are realized and result in delays, or cessation in planned work, that the Company's financial condition and development plans change, ability to obtain necessary regulatory approvals for proposed transactions, as well as the other risks and uncertainties applicable to the plant-based food, clean ingredient skincare and plant-based wellness or broader wellness industries and to the Company, and as set forth in the Company's management's discussion and analysis available under the Company's SEDAR+ profile at www.sedarplus.com.

The above summary of assumptions and risks related to forward-looking statements in this news release has been provided in order to provide shareholders and potential investors with a more complete perspective on the Company's current and future operations and such information may not be appropriate for other purposes. There is no representation by the Company that actual results achieved will be the same in whole or in part as those referenced in the forward-looking statements and the Company does not undertake any obligation to update publicly or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required by applicable securities law.

SOURCE Simply Better Brands Corp.

View original content to download multimedia: http://www.newswire.ca/en/releases/archive/April2025/28/c7702.html

%SEDAR: 00045913E

For further information: Contact Information: Simply Better Brands Corp., Fernando Massalin, VP Investor Relations and Corporate Development, +1 (416) 238-7564, ir@simplybetterbrands.com

CO: Simply Better Brands Corp.

CNW 08:01e 28-APR-25