

CE Brands, Inc. Announces Name Change to Vitalist Inc. and Launch of VitalOS Operating System

Calgary, Alberta, Canada – January 7th, 2025 - CE Brands Inc. (TSXV: CEBI) (“**CE Brands**” or the “**Company**”), today announced that effective April 1, 2025, it will be rebranding itself to Vitalist Inc., a company dedicated to empowering individuals to take control of their health through innovative technology. This rebranding reflects the Company’s evolution and commitment to delivering cutting-edge connected health solutions.

In 2025, the Company will introduce VitalOS, a proprietary operating system designed to seamlessly integrate various health and wellness devices and applications. This innovative platform will enable brands to deliver customized experiences through compatible hardware, providing users with comprehensive health insights.

“Our journey began in 2021 with the launch of Moto Watch OS, Real Time Operating System. Now, we’re evolving that foundation into VitalOS, an interoperable system that allows brands to quickly customize and launch their own experiences,” said Kalvie Legat, CEO of the Company. “Historically, all wearable operating systems that offered the ability to create custom apps have a very short (1-2 day) battery life, with VitalOS, we aim to achieve 10+ day battery life, while supporting 3rd party applications to be installed on wearables.”

VitalOS will be available in the second half of 2025. The Company is currently working with leading hardware and software partners to ensure a seamless integration of VitalOS with a wide range of devices and services.

The Company will issue a news release announcing its new ticker symbol, ISIN and CUSIP numbers shortly before the effective date of the name change. Shareholders approved the name change on June 28, 2023, pending TSX Venture Exchange approval.

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.

For more information about Vitalist Inc., please visit www.vitalist.ca.

To be added to the CE Brands’ distribution list, please register at www.cebrands.ca/investors.

About Vitalist Inc. Vitalist is an innovative technology provider that helps brands build better products. Through VitalOS, brands create seamlessly connected devices and applications that adapt to each user. By uniting hardware and software with intelligent analytics, we're building an ecosystem of personalized solutions that enhance human potential.

Forward-Looking Information

This press release contains forward-looking information within the meaning of applicable securities laws. In general, forward-looking information refers to disclosure about future conditions, courses of action, and events. The use of any of the words “anticipates”, “believes”, “expects”, “intends”, “plans”, “will”, “would”, and similar expressions are intended to identify forward-looking information. More particularly and without limitation, this press release includes forward-looking information with respect to the Company’s name change to Vitalist Inc. and the launch of the VitalistOS operating system.

Although CE Brands believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because CE Brands cannot give any assurance that it will prove to be accurate. By its nature, forward-looking information is subject to various risks and uncertainties, which could cause the actual results and expectations to differ materially from the anticipated results or expectations expressed in this press release. A detailed description of risk factors that may cause actual results to differ materially from forward-looking information can be found in CE Brands' most recent annual information form and management's discussion and analysis on the SEDAR website at www.sedarplus.ca. Although CE Brands has attempted to identify in its public disclosure important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. Readers are cautioned that the risk factors in its public disclosure may not be exhaustive. Readers are further cautioned not to place undue reliance on forward-looking information as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Forward-looking information contained in this press release is expressly qualified by this cautionary statement. The forward-looking information contained in this press release represents the expectations of CE Brands as of the date of this press release and, accordingly, is subject to change after such date. However, CE Brands expressly disclaims any intention or obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as expressly required by applicable securities law.

Further Information

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