Promino Provides Mid-Year Corporate Update Highlighting Commercial Execution and Continued Growth of its Muscle Health Platform

3.5 million stick production run now entering commercial distribution

Expanded retail, Amazon, DTC and TikTok ecosystem positions Company for broader consumer reach

Scientific initiatives, athlete partnerships and operational execution continue to strengthen long-term growth strategy

Burlington, Ontario--(Newsfile Corp. - July 7, 2026) - Promino Nutritional Sciences Inc. (CSE: MUSL) (OTCID: MUSLF) (FSE: 93X) ("**Promino**" or the "**Company**") a muscle health company focused on proprietary amino acid-based nutrition, today provided a mid-year corporate update highlighting significant operational, commercial and strategic progress achieved during the first half of 2026 as the Company's 3.5 million stick production run continues shipping into retail, e-commerce and distribution channels across North America.

During the first half of 2026, the Company's commercial growth was partially constrained by limited product availability as Promino completed the transition to its proprietary formulations and awaited completion of its production run. Initial inventory has now begun shipping across retail, Amazon, direct-to-consumer and TikTok Shop USA channels, with additional production continuing to arrive.

Management believes the operational constraints experienced during the first half of the year have been substantially addressed, positioning the Company to more fully execute its commercial strategy during the second half of 2026.

Commercial Execution

During the first half of 2026, Promino continued expanding its commercial platform through multiple strategic initiatives designed to support long-term growth.

Key milestones included:

- Launch of the Company's new U.S. direct-to-consumer platform, Drink Rej™, featuring an enhanced subscription experience, improved customer journey and recipe-driven consumer engagement.
- Expansion of Amazon operations[1] in preparation for broader inventory availability.
- Launch of TikTok Shop USA[1], complementing the Company's growing multi-channel e-commerce strategy.
- Continued expansion of retail distribution across North America, with Rejuvenate Muscle Health™ now approaching approximately 10,000 retail points of distribution.
- Introduction of additional Rejuvenate Muscle Health™ flavors to broaden consumer appeal.
- Commencement of shipments from the Company's current production run, supporting retail, e-commerce and distribution partners.

Management believes these initiatives have established a scalable commercial infrastructure capable of supporting future growth across multiple sales channels.

Advancing the Muscle Health Platform

Promino also continued executing its strategy to build a differentiated muscle health platform supported by proprietary formulations, commercial execution and scientific evidence.

During the period, the Company announced its first Muscle Health Research Initiative, beginning with a planned real-world evaluation study of Rejuvenate Muscle Health™ among individuals utilizing GLP-1 weight management therapies. Management believes this initiative represents an important first step toward generating proprietary human evidence supporting the Company's broader muscle health platform.

The Company's portfolio now serves multiple consumer segments through:

- Rejuvenate Muscle Health™, designed for everyday muscle health, healthy aging and active lifestyle consumers.
- Promino™ NSF Certified for Sport®, developed for athletes and performance-focused consumers seeking trusted muscle recovery and performance nutrition.

Management believes muscle health represents a significant long-term opportunity spanning healthy aging, sports performance, weight management and active lifestyle markets.

Expanding Brand Awareness

Promino continued strengthening consumer awareness through athlete partnerships and strategic sports marketing initiatives.

Highlights included:

- Renewal of MLB legend José Bautista under a new two-year agreement supporting brand development and strategic business initiatives.
- Expansion of the Company's NCAA Name, Image and Likeness (NIL) platform through partnerships with Virginia Military Institute and Every True Tiger, representing student-athletes from the University of Missouri.
- Appointment of Promino™ NSF Certified for Sport® as the official nutrition partner of Team Canada Speedsoft.
- Continued relationship as the Official Protein Drink of Las Vegas Lights FC.
- Visibility surrounding the Stanley Cup Final through Promino Ambassador Jack Eichel.

Management believes these partnerships continue to build brand credibility while increasing awareness among athletes, active consumers and sports performance communities throughout North America.

Strengthened Corporate Foundation

During the period, the Company reported fiscal 2025 revenue exceeding $2.1 million with gross margin of $449,000 (21%), completed financing initiatives[2] supporting inventory production and commercial expansion, and continued strengthening its operational platform.

With production now underway and inventory entering the marketplace, management believes the Company has transitioned from an infrastructure-building phase toward broader commercial execution.

Legal and Corporate Matters

The Company also continues to address certain legacy legal matters arising from prior periods.

In the matter involving Eight IP LLC, the Company has filed its Statement of Defense in the United States District Court for the District of Nevada. The Company has also asserted counterclaims, including claims for tortious interference, and intends to vigorously defend the action while pursuing its available legal remedies.

Separately, former Chief Executive Officer and director, Stuart Lowther, has commenced an action against the Company in the Ontario Superior Court of Justice alleging, among other things, wrongful dismissal and related claims. The Company believes the claims are without merit and intends to vigorously defend the action. The Company is also evaluating its legal rights and remedies in connection with that proceeding.

Management does not believe either proceeding will materially affect the Company's day-to-day operations or continued execution of its commercial strategy.

The Company also announces it has entered into a corporate advisory agreement with an Ontario-based third-party consultant for brand marketing and e-commerce channel development. Pursuant to this agreement, which matures on December 31, 2027, the Company has agreed to issue an aggregate of 1,500,000 common shares of the Company, with 250,000 shares issued each quarter for 18 months. All common shares issued will be subject to a four-month hold period in accordance with applicable securities laws.

Vito Sanzone, Chief Executive Officer of Promino, commented, "The first half of 2026 has been about building the foundation for the next phase of Promino's growth. We've strengthened our commercial platform, completed the largest production run in our history, expanded retail distribution, launched our direct-to-consumer platform, entered TikTok Shop, broadened our athlete partnerships, initiated our muscle health research strategy and continued addressing legacy matters inherited by the Company. Most importantly, product is now reaching the market. As inventory continues to arrive across all channels, our focus shifts from building infrastructure to executing against the commercial opportunities we've created."

Mr. Sanzone continued, "We believe Promino is evolving into a differentiated muscle health company supported by proprietary formulations, expanding commercial distribution, scientific research and growing consumer awareness. We are encouraged by the progress achieved during the first half of the year and remain focused on disciplined execution as we continue building long-term shareholder value."

About Promino Nutritional Sciences Inc.

Promino Nutritional Sciences is a Canadian innovation company focused on science-based, clinically proven nutrition for muscle health and recovery. Its core product, Rejuvenate Muscle Health™, is a clinically researched proprietary amino acid formula designed to rebuild, restore, and rejuvenate muscle tissue.

The Company also produces Promino™ - NSF Certified for Sport®, trusted by elite athletes. Promino's ambassadors include Stanley Cup Champion Jack Eichel (Vegas Golden Knights) and MLB legend José Bautista.

Learn more at www.drinkpromino.com and www.drinkrej.com.

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Forward-Looking Statements

This news release contains forward-looking statements and forward-looking information (collectively, "forward-looking statements") within the meaning of applicable Canadian securities laws. Forward-looking statements are often, but not always, identified by terms such as "will", "may", "should", "anticipates", "expects", "intends", "plans", "believes", "estimates" and similar expressions. Forward-looking statements in this news release include, but are not limited to, statements regarding the expected success of the Company's commercial strategy, long-term growth opportunity for muscle health and expected future growth. Forward-looking statements are based on a number of assumptions made by management that the Company believes to be reasonable in the circumstances. Forward-looking statements are subject to known and unknown risks, uncertainties and other factors that may cause actual results, performance or developments to differ materially from those expressed or implied by such statements, including, without limitation: risk factors described in the Company's continuous disclosure documents filed on SEDAR+ at www.sedarplus.ca, including the Company's most recent management's discussion and analysis. There can be no assurance that such statements will prove to be accurate, and actual results and future events could differ materially from those anticipated in such statements. The reader is cautioned not to place undue reliance on forward-looking statements. Forward-looking statements contained in this news release are made as of the date of this news release, and the Company does not undertake any obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, except as expressly required by applicable securities laws.

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[1] Promino Announces Multi-Platform E-Commerce Growth with "Drink Rej(TM)" Launch as Initial Rejuvenate Muscle Health(TM) Inventory Arrives

[2] January 30, 2026 Private Placement and May 21, 2026 Private Placement

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