August 2, 2023

Starco Brands Exceeds Three Million Whipshots® Cans Sold, Announces Largest Expansion Yet

SANTA MONICA, Calif.--(BUSINESS WIRE)-- **Starco Brands, Inc.** (OTCQB: STCB), inventor and acquirer of consumer products with behavior-changing technologies, proudly announced two milestones for its groundbreaking vodka-infused whipped cream, **Whipshots®**. The brand surpassed selling its three-millionth can in just 17 months since its initial retail launch and has expanded sales to 10 new states. The brand is now available in 36 states, plus the District of Columbia.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20230802120267/en/

Whipshots Celebrates its 3-Millionth Can Sold (Graphic: Business Wire)

Having achieved a remarkable two-million-cans-sold milestone in March 2023, the boozy whipped cream brand has continued its impressive momentum and achieved an additional one million cans sold in just four months. Since its introduction to retail stores in February 2022, Whipshots has sold over a quarter of a million cans monthly on average, a testament to its growing popularity among consumers nationwide.

Global artist and icon Cardi B shared her excitement about the two milestones: “When I went into this, I didn’t want to create just another alcohol brand. I wanted it to be a whole new experience in a new category of liquor. I love seeing people celebrating with Whipshots taking things to the next level!”

Responding to the soaring demand for Whipshots, Starco Brands has expanded Whipshots availability to consumers in 36 states nationwide, plus the District of Columbia. The new markets recently added include: New York, Massachusetts, Virginia, New Mexico, South Carolina, Minnesota, Oklahoma, North Dakota, South Dakota, Kansas, and Nebraska.

Starco Brands CEO Ross Sklar expressed his enthusiasm for the brand's rapid growth: “Whipshots has made enormous strides from its inception to scale and we are thrilled to see customers return and return again for the Whipshots experience. Our team has done an incredible job expanding its distribution both on and off premise throughout the US. Not only will Whipshots soon be available in every state, we are starting to explore international opportunities as well.”

Whipshots recently received a Best of Class Platinum tasting award, Consumers’ Choice Award and Innovation Award in the 2023 SIP Awards, the internationally recognized consumer judging spirits competition. It also received a “Rising Star Award” in Beverage

Dynamics' 2023 Growth Brands Awards and four medals in the 2023 DB & SB Spring Blind Tasting as part of the Global Spirits Masters Competition. In addition to Lime and Vanilla, Whipshots' lineup includes Mocha and Caramel, has 10% Alc./Vol. and does not require refrigeration. Whipshots is available at select retailers nationwide and online at Whipshots.com, powered by The Spirits Network.

Starco Brands is a disruptive and scaling company that prides itself on only creating behavior-changing products and technologies. Together with its retail partners, Starco Brands is making Whipshots easily accessible to consumers nationwide. Follow @whip_shots and visit Whipshots.com for more information.

About Whipshots®

Developed by Starco Brands, Whipshots® is a first-of-its-kind alcoholic whipped cream that is a party in a can and launched in 2021 with Partner Cardi B. Whipshots is a playful shot of sophistication that will indulge your curiosity and senses. A Double Gold medal recipient in the 2022 SIP Awards, Gold medal recipient in the Los Angeles International Spirits Competition and the Rising Star Growth Brand in the 2023 Beverage Dynamics Growth Brand Awards, the boozy whipped cream is non-dairy (contains caseinate), does not require refrigeration and can be found next to other spirits at retail and in hospitality and entertainment locations. Follow Whipshots @whip_shots and visit www.whipshots.com for more information.

About Starco Brands

Starco Brands, Inc. (OTCQB: STCB) invents or acquires consumer products with behavior-changing technologies that spark excitement in the everyday. Today, its disruptive brands include Whipshots, the world's only vodka-infused whipped cream; Art of Sport, the body care brand designed for athletes and co-founded by Kobe Bryant; Winona®, the first indulgent theater-popcorn spray powered by air; Skylar, the only fragrance that is both hypoallergenic and safe for sensitive skin; and Soylent, the complete non-dairy nutrition brand. A modern-day invention factory to its core, Starco Brands identifies whitespaces across consumer product categories. It draws upon a portfolio of innovative formulas spanning eight product categories with limitless innovation potential. Starco Brands publicly trades on the OTCQB stock exchange so that retail investors can invest in STCB alongside accredited individuals and institutions. Visit www.starcobrands.com for more information.

Forward-Looking Statements

Any statements in this press release about the Company's future expectations, plans and prospects, including statements about our financing strategy, future operations, future financial position and results, market growth, new product launches and product growth, total revenue, as well as other statements containing the words "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "might," "plan," "potential," "predict," "project," "should," "target," "will," or "would" and similar expressions, constitute forward-looking statements within the meaning of the safe harbor provisions of The Private Securities Litigation Reform Act of 1995. The Company may not achieve the plans, intentions or expectations disclosed in the Company's forward-looking statements, and you should not place undue reliance on the Company's forward-looking statements. All forward-

looking statements are subject to assumptions, risks and uncertainties that may change at any time. Therefore, readers are cautioned that actual results could differ materially from those expressed in forward-looking statements. The Company undertakes no obligation to update any forward-looking statements as a result of new information, future developments or otherwise, except as expressly required by law. This cautionary statement entirely qualifies all forward-looking statements in this document.

Actual results or events could differ materially from the plans, intentions and expectations disclosed in the forward-looking statements the Company make as a result of a variety of risks and uncertainties, including risks related to the Company's estimates regarding the potential market opportunity for the Company's current and future products and services, the impact of the COVID-19 pandemic, the competitive nature of the industries in which we conduct our business, general business and economic conditions, our ability to acquire suitable businesses, our ability to successfully launch new products and seize market share, the Company's expectations regarding the Company's sales, expenses, gross margins and other results of operations, and the other risks and uncertainties described in the "Risk Factors" sections of the Company's public filings with the Securities and Exchange Commission on Form 10-K for the year ended December 31, 2022 and our subsequent interim reports on Form 10-Q and 8-K. Copies of our SEC filings are available on our website at www.starcobrands.com. In addition, the forward-looking statements included in this press release represent the Company's views as of the date hereof. The Company anticipates that subsequent events and developments may cause the Company's views to change. However, while the Company may elect to update these forward-looking statements at some point in the future, the Company specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing the Company's views as of any date after the date hereof.

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