



Slinger Bag Announces Significant Expansion into Canada

Doug Coombs, tennis industry veteran with a 30+ year track record of expanding businesses, will manage Canadian market

BALTIMORE - July 28, 2020 (GLOBE NEWSWIRE) -- [Slinger Bag](#) (OTC: SLBG), a sports brand focused on innovating game improvement equipment for all ball sports today announced a significant expansion in Canada with the appointment of Doug Coombs as director of business development, effective immediately. Coombs brings over 30 years of experience in business development in the Canadian sports market. Coombs is responsible for building the direct to consumer channel distribution, operations and finance, player relations, marketing, and grassroots initiatives.

With an initial focus on the tennis market, Slinger Bag has developed a next generation portable tennis ball launcher for players of all abilities, offering a 24/7 training partner ensuring players never have to miss a day of practice again. It is the ideal on-court tool regardless of playing setting, ability or the availability of a playing partner and is the most affordable product of its kind.

“The arrival of the new Slinger Bag now to Canada is incredibly exciting for Canadian tennis players,” said Coombs. “The growth of tennis is on the upswing generating enthusiasm with all Canadian tennis players, especially in light of the recent success of young Canadian professional players on the men’s ATP and WTA tours. From winning the US Open to reaching the Davis Cup finals, the Canadian tennis market is clearly on the upswing.”

Most recently, Coombs was the national sales/commercial manager for Racket Sports Canada for Wilson Sporting Goods, during which he led the sales force and developed annual business plans for marketing, financial and operational strategies. Coombs led Wilson to the number one market position in tennis in performance rackets and tennis balls. In addition, he established grassroots programs supporting many of Canada’s top professional tennis players.

“Doug’s industry expertise and key relationships with tennis governing bodies and organizations will be invaluable to Slinger Bag as we expand into this key international market,” said Mike Ballardie, CEO of Slinger Bag. “He knows the tennis market inside and out, and as we navigate this new normal, Doug’s leadership skills will reinforce the fact that Slinger Bag not only keeps tennis enthusiasts engaged with their passion, but also, is especially suited for today’s times. His proven ability to grow businesses is a key asset for Slinger Bag and we look forward to having him be part of the team.”

“As a tennis player, former coach and industry veteran I am excited to join the Slinger team,” continued Coombs. “The breadth of the management team’s industry experience and the Slinger Bag’s potential to transform the tennis industry positions the company for significant growth. I look forward to leveraging my knowledge of Canadian tennis to help expand Slinger’s global footprint in this vital market.”

The Slinger Bag Canada business will be operated by Slinger bag’s Canadian subsidiary with customer service and support located in Belleville, Ontario. All legal work has been conducted by Slinger Bag’s Legal Counsel, Kalfa Law a Toronto based Law firm.

The Slinger Bag is available to order now in the US - to find out more about Slinger Bag, visit <https://slingerbag.com>.

For the latest information on when Slinger Bag will be available in Canada please sign up using this [form](#).

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About Slinger Bag®: Slinger® is a new sports brand focused on delivering innovative, game improvement technologies and equipment across all Ball Sport categories. With the vision to become a next-generation sports consumer products company, Slinger® enhances the skill and enjoyment levels of players of all ages and abilities. Slinger® is initially focused on building its brand within the global Tennis market, through its Slinger® Tennis Ball Launcher and Accessories. Slinger® has underpinned its proof of concept with almost \$1 Million in sales of its Tennis Ball Launcher. Led by CEO Mike Ballardie (former Prince CEO and Wilson EMEA racquet sports executive), Slinger® is now primed to continue to disrupt what are traditional global markets with its patent pending, highly transportable, versatile and affordable Slinger® Launcher.

Slinger Bag Disclaimer: Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995. Statements in this press release that are not strictly historical are “forward-looking” statements within the meaning of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended. These statements involve a high degree of risk and uncertainty, are predictions only and actual events or results may differ materially from those projected in such forward-looking statements. Factors that could cause or contribute to differences include the uncertainty regarding viability and market acceptance of the Company’s products and services, the ability to complete development plans in a timely manner, changes in relationships with third parties, product mix sold by the Company and other factors described in the Company’s most recent periodic filings with the Securities and Exchange Commission, including its 2019 Annual Report on Form 10-K and quarterly reports on Form 10-Q.

Forward-Looking Statements: This press release contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 and Private Securities Litigation Reform Act, as amended, including those relating to the Company's product development, clinical and regulatory timelines, market opportunity, competitive position, possible or assumed future results of operations, business strategies, potential growth opportunities and other statement that are predictive in nature. These forward-looking statements are based on current expectations, estimates, forecasts and projections about the industry and markets in which we operate and management's current beliefs and assumptions.

These statements may be identified by the use of forward-looking expressions, including, but not limited to, "expect," "anticipate," "intend," "plan," "believe," "estimate," "potential," "predict," "project," "should," "would" and similar expressions and the negatives of those terms. These statements relate to future events or our financial performance and involve known and unknown risks, uncertainties, and other factors which may cause actual results,

performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Such factors include those set forth in the Company's filings with the Securities and Exchange Commission. Prospective investors are cautioned not to place undue reliance on such forward-looking statements, which speak only as of the date of this press release. The Company undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.