



Slinger Bag Announces Tommy Haas as Chief Ambassador

Former ATP No. 2 tennis player and Olympic silver medalist Tommy Haas expands Slinger's ambassador program to further brand initiatives and company growth

BALTIMORE, February 16, 2021 – [Slinger Bag Inc.](#) (OTC: SLBG), a sports brand focused on innovating game improvement technology and equipment, today announced its newest partnership with former ATP No.2 ranked tennis player and Olympic silver medalist, Tommy Haas, who has been brought on as the Chief Ambassador to lead strategic direction in expanding the company's existing ambassador program. Currently, Slinger's brand ambassador program comprises top talent such as Bob and Mike Bryan, the most successful doubles tennis players of all time, as well as world-renowned tennis coach Nick Bollettieri. In his new role, Haas will use his professional network to onboard additional high-level ambassadors to promote and drive sales for Slinger Bag's portable and affordable tennis ball launcher.

Seasoned champion Tommy Haas brings with him talent, expertise and leadership that will help Slinger continue to grow. Haas, a product of the Bollettieri Academy in Bradenton, FL broke into the tennis scene in 1996 at 18 years old, gaining widespread recognition after winning his first ATP title 1999. He won over 15 career titles in singles during his 22 year career span, including a Masters tournament and a silver medal from the 2000 Summer Olympics. Now, Haas has joined Slinger to support their objective of reaching their core target consumers – the avid players.



“I am thrilled to be partnering with such an innovative young and already successful company that is making a difference in the tennis practice market,” said Tommy Haas. “The Slinger Bag is revolutionary in its design, allowing players to no longer have to rely on finding a hitting mate. It sets up in seconds and you can stay on the court with it for hours on one charge. I have personally been training with the Slinger Bag and found it to be an essential piece of my overall training routine. I hope to share the benefits of Slinger's portable and affordable bag with all tennis enthusiasts out there who are looking to better their performance.”

“Slinger and Tommy share the same interest in making sure all tennis athletes have access to simple yet effective gear that will help them hit balls more often and, in doing so, improve their game, so it was an easy decision for us to welcome Tommy on as our Chief Ambassador,” said Mike Ballardie, CEO of Slinger. “Tommy is one of the most popular

players ever on the Tour and is also highly regarded as the Tournament Director of Indian Wells. Tommy will lead the charge to identify a tightly knit group of global brand ambassadors to join with him, Mike, Bob and Nick to spread the Slinger brand message through clinics, events and appearances as well as across the core social media platforms. Considering everyone across the globe is practicing social distancing, it is important to get Slinger Bag available to players to facilitate Covid-secure practice.” Ballardie concluded, “Tommy is one of the most talented and dedicated athletes in the sport. His drive to be successful in everything he does coupled with his lifelong dedication to tennis is a winning combination for Slinger Bag. Bringing Tommy onboard will expand our reach to our key consumers, and drive adoption of our game changing product across the globe.”

Click to view a [video](#) of Tommy Haas practicing with the Slinger Bag.

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

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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 Bag® has underpinned its proof of concept with over \$200M of retail value in global distribution agreements since the Spring of 2020. 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 patented, highly transportable 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.