

Slinger Bag Kicks off 2020 with its Inaugural Shipment of 5,000 Slinger Launchers into the Global Tennis Market

Baltimore, MD. USA (2nd January 2020) Slinger Bag Inc. (OTC: SLBG): Slinger Bag, the disruptive sports equipment brand that is set to revolutionise the global tennis market with the most versatile, portable and affordable tennis ball launcher ever introduced into the tennis market, today announced that it has commenced shipment of the inaugural 5,000 units of its highly-anticipated product.

The tennis aficionados who pre-ordered the Slinger Bag, including those that supported the brand's successful crowdfunding campaign, will be the first to receive the product in the New Year.

Slinger Bag has been in development for two years and is the first product of its kind to target the regular tennis player directly. It's been put through its paces around the globe following a comprehensive testing program by a discerning group of players, distributors and dealers, as far afield as Australia and New Zealand to Europe and the USA with several thousand hours of use and over one million test balls launched - all to ensure the best possible performance for the maximum amount of players across all ages and abilities. The product, which has seen 7 development iterations over the past 2 years, has been put through its paces on both clay and hard courts and been rigorously tested by Slinger Bag's in house development and QC teams as well as some of the world's best players. This in-depth testing process has ensured that the Slinger Launcher delivers an uncompromising performance each and every session.

Slinger Bag has identified the optimum materials and components, partnered with leading manufacturers and has identified innovative construction methods. The outcome is a 24/7 training partner aimed at enhancing performance and honing the fitness of tennis players the world over.

Slinger Bag is built by players for players and incorporates unique and practical features making it a 'must have' piece of tennis equipment for regular players.

Slinger Bag CEO Mike Ballardie said: "After a long and challenging development process we're delighted to have reached the point of shipping out the inaugural 5,000 production

packages and taking the first small step in realising our ambition to revolutionize the tennis market. Based on both our internal and external seed testing results we are now excited to see and hear the reaction of our broad base of global early adopters as to how they see Slinger Bag changing tennis practice for the better, for players of all abilities.

"The feedback that we have received from both pro and amateur players during the testing process has been overwhelmingly positive. It is now time to share Slinger Bag with tennis fans everywhere so players can improve their game and maximise their enjoyment every time they go on court."

Slinger Bag is scaling up its manufacturing capacity to meet consumer demand. To discover more, and sign up for updates on how to buy Slinger Bag products 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® has underpinned its proof of concept with over \$1 Million in pre-sales and additionally has successfully raised \$2.5million from outside investors. Slinger® is now primed to disrupt what are traditional markets. The patented Slinger® Launcher is unique in the Tennis market today and is both highly transportable and affordable.

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 software 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 statements 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.