



## **Slinger Bag Serves Up South Africa Distribution Deal**

*Tennis Innovator and Disruptor Partners with The Golf Racket Pty Ltd in Five Year Exclusive Deal*

**BALTIMORE – May 18th, 2021** – Slinger Bag (**OTCQB: [SLBG](#)**), a sports brand focused on innovating game improvement equipment for all ball sports with an initial focus on the global tennis market, has today announced its launch into the South African market via a five-year exclusive distribution partnership with The Golf Racket Pty Ltd. The Golf Racket Pty Ltd, has been in business for over 20 years, and is the leading tennis and golf distribution company in South Africa. It represents some of Tennis' biggest brands, such as Wilson, and has strong ties and significant history in the entire South African tennis community and market.

Under the terms of the new partnership, The Golf Racket Pty Ltd. will be exclusive distributor of the game-changing, Slinger Bag tennis ball launcher in South Africa, and is committed to US\$4M in cumulative consumer sales. Slinger Bag will be on sale to tennis fans in South Africa from Summer 2021.

South Africa is one of the world's most populous countries and tennis is one of the most popular participatory sports. Played in all nine provinces, tennis has around 5 million fans in South Africa, is ranked No. 1 in Africa and has over 20,000 registered members. Notable players include Kevin Anderson (with a career high singles ranking of # 5 in 2016), and former pros Amanda Coetzer (with a career high singles ranking of # 3 in 1997), Johan Kriek and Kevin Curren.

The new deal is the latest in a long line of Slinger Bag distribution agreements in nearly 50 countries including key global tennis markets such France, Germany, Australia, New Zealand, India, Japan, UK & Ireland, Switzerland, GGC markets, Singapore, Malaysia, Bulgaria, Greece, Morocco, Russia and all four Scandinavian markets.

The Slinger Bag ball launcher has taken the international tennis industry by storm since launching in Spring 2020, receiving widespread acclaim in the process. Slinger Bag enables tennis enthusiasts to get out on court to play at any time without the need to find a playing partner - whether that be at their club, local park, on their driveway or in any other available open space. Slinger is designed to be lightweight, wheeled like a trolley bag and easily transported in the trunk of the smallest saloon or sedan car.

This proprietary design empowers players to set up and start launching balls within minutes, to control both the launch speed and the frequency of the balls using two customizable dials and vary the angle of elevation to suit groundstrokes, lobs or even, in the Ball Boy mode, to practice serves. Slinger Bag is lightweight at 15kg/33 lbs. and multi-functional, holding racquets and other gear, 72 tennis balls, and has pockets for storing wallets, keys, towel and a water bottle and is impressively affordable.

Of the new distribution agreement, The Golf Racket Pty Ltd's CEO, Brett Summers says, "We are so excited for the opportunity to represent Slinger in South Africa, and add it to our suite of strong tennis brands. We have been watching the rapid growth around the world and look forward to offering the South African Tennis public an amazing, high quality, portable tennis ball launcher at a very affordable price. In a dynamic South African market which is experiencing high growth, we believe the innovation that Slinger is adding to the global tennis market will be snapped up due to their game improvement technologies, moreover its portability, ease of use and quite frankly cool look, feel and multi-functional storage ability, will make a Slinger a must-have accessory for not only every coach, but hopefully every serious tennis player in our market."

Mike Ballardie, CEO of Slinger Bag says, "We couldn't have a better partner for the South African market. The Golf Racket Pty 'gets' our product and its potential and has second-to-none experience and success in this market. I look forward to a fruitful partnership as we help grow Slinger sales as well as overall tennis participation in South Africa."

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

**ENDS**

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**About The Golf Racket Pty Ltd:** The Golf Racket is the leading distributor of Tennis products in South Africa and has been in business for more than 20 years. The company represents some of Tennis' biggest brands, such as Wilson, and has strong ties and significant history in the entire South African Tennis Community and market.

**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.