

Hill Street Beverage Company Inc. becomes a title sponsor of FishTV

TORONTO, May 21, 2019 /CNW/ - Hill Street Beverage Company Inc. ("**Hill Street**" or the "**Company**") (TSXV:BEER), today announced a strategic media partnership with Fish On Productions Inc ("**FishTV**") that will see Hill Street become a title sponsor of the FishTV program. Financial terms of the agreement were not disclosed.

The partnership will promote Hill Street's award-winning alcohol-free adult beverages and brand messaging using all of FishTV's media assets. FishTV airs on 10 networks across Canada and three networks in the USA, reaching an audience of 6.53 million outdoor enthusiasts each year.

"FishTV is a terrific media property with a very passionate fan base, and we're excited to tell their significant audience about our products, all of which they can safely enjoy while doing something they love to do," said Terry Donnelly, Chairman and Chief Executive Officer of Hill Street. "We're thrilled to be working with FishTV."

Founder and host of FishTV Leo Stakos said, "We're really happy to bring Hill Street onboard as a title sponsor. I'm personally excited to help showcase their great-tasting alcohol-free beverages to our audience of outdoor enthusiasts as a responsible way to enjoy a drink while out on the water."

Hill Street has also signed a personal services agreement with Mr. Stakos, who will work on various business development activities for the Company, including but not limited to acting as a brand ambassador and spokesperson for the company, acquiring new co-packing customers, securing new accounts in both retail and foodservice, and the general promotion of Hill Street's business. Hill Street intends to satisfy its payment obligations for these services via the issuance of common shares from treasury, as and when such services are performed, at a price per share reflecting the market value the shares at such time. The issuance of these shares is subject to the approval of the TSX Venture Exchange.

About FishTV

FishTV, now in its 21st year on television began on two networks in Canada, and now airs on 10 networks across Canada and three in the US totalling an incredible 1,404 times a year. The growth of Fish TV has been remarkable over the past 21 years. The combination of our great sponsors, great crew, great fans, and of course the families of the entire crew has helped to make Fish TV the success it is today.

About Hill Street Beverage Company Inc.

Hill Street Beverage Company is the world's most award-winning company exclusively focused on alcohol-free beer, wine, and adult format beverages. Hill Street's great-tasting products include Hill Street Craft Brewed Lager, Designated Draft alcohol-free beer, Vin(Zero) wines, and Vintense wines, and have won numerous medals and accolades including three Gold, two Silver, and two Bronze Medals at the U.S. Open Beer Championships, the Retail Council of Canada's Grand Prix award, and a prestigious Double Gold Medal at the San Francisco International Wine Challenge. Hill Street will also produce and sell cannabis-infused adult beverages as soon as the sale of cannabis edibles becomes legal in Canada, expected to occur by October 17, 2019. Check out Hill Street's award-winning line-up and order product to be delivered straight to your home at

www.hillstreetbeverages.com.

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FORWARD-LOOKING STATEMENTS

Statements in this press release may contain forward-looking information. Any statements in this press release that are not statements of historical fact may be deemed to be forward-looking statements. Forward-looking statements are often identified by terms such as "may", "should", "anticipate", "expects", and similar expressions. The reader is cautioned that assumptions used in the preparation of any forward-looking information may prove to be incorrect. Events or circumstances, such as future availability of capital on favourable terms, may cause actual results to differ materially from those predicted, as a result of numerous known and unknown risks, uncertainties, and other factors, many of which are beyond the control of the Company. The reader is cautioned not to place undue reliance on any forward-looking information. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated. Forward-looking statements contained in this press release are expressly qualified by this cautionary statement. The forward-looking statements contained in this press release are made as of the date of this press release. The Company does not undertake any obligation to update publicly or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise, except as required by securities law.

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