PRIME DRINK GROUP PROVIDES BI-WEEKLY MCTO STATUS REPORT

Montreal, Québec, September 24, 2026 – **Prime Drink Group Corp. (CSE: PRME)** ("**Prime**" or the "**Company**") announces that further to its news releases dated July 30, August 14, August 27 and September 10, 2026, the Company voluntarily applied for and the Company's principal regulator, the British Columbia Securities Commission (the "**BCSC**") granted a management cease trade order (the "**MCTO**") dated July 30, 2026, under National Policy 12-203 Management Cease Trade Orders ("**NP 12-203**") and provided the Company with an extension to file its annual financial statements for the year ended March 31, 2026, including the related management's discussion and analysis, and Chief Executive Officer and Chief Financial certifications on or before July 29, 2026 (collectively the "**Annual Financial Filings**"). The deadline has been extended to on or before September 28, 2026.

Pursuant to the MCTO, the Chief Executive Officer and the Chief Financial Officer of the Company may not trade in securities of the Company until such time as the Company files its Annual Financial Filings on or before September 28, 2026, and the Executive Director of the BCSC revokes the MCTO. The MCTO does not affect the ability of shareholders to trade their securities.

The Company expects to file on or before September 28, 2026.

The Company confirms that it will continue to satisfy the provisions of the alternative information guidelines under NP 12-203 by issuing bi-weekly default status reports in the form of news releases until the time it has filed the Annual Financial Filings. The Company confirms that there is no other material information relating to its affairs that has not been generally disclosed.

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Forward-Looking Information

This press release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. Generally, forward-looking information can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations (including negative and grammatical variations) of such words and phrases or statements that certain acts, events or results "may", "could", "would", "might" or "will be taken", "occur" or "be achieved". These statements are based upon assumptions that are subject to significant risks and uncertainties, including risks regarding market conditions, general economic factors and the equity markets generally. Because of these risks and uncertainties and as a result of a variety of factors, the actual results, expectations, achievements or performance of Prime may differ materially from those anticipated and indicated by these forward-looking statements. Any number of factors could cause actual results to differ materially from these forward-looking statements as well as future results. Although Prime believes that the expectations reflected in forward-looking statements are reasonable, they can give no assurances that the expectations of any forward-looking statements will prove to be correct. Except as required by law, Prime disclaims any intention and assumes no obligation to update or revise any forward-looking statements to reflect actual results, whether as a result of new information, future events, changes in assumptions, changes in factors affecting such forward-looking statements or otherwise.

Neither the Canadian Securities Exchange nor its Regulation Services Provider accepts responsibility for the adequacy or accuracy of this release.