Brownie’s Marine Group Launches Live Blue Experience Center Strategy with Acquisition of Sunrise Paddleboards Assets

DAVIE, FL, July 8, 2026 — Brownie’s Marine Group, Inc. (OTC: BWMG) announced the completion of the asset acquisition of Sunrise Paddleboards, establishing the Company’s first flagship **Live Blue Experience Center** and advancing a long-term strategy to vertically integrate advanced watersports products, education, experiences, and dealer development under one platform. The transaction was completed through the Company’s wholly owned subsidiary, Live Blue, Inc.

The acquired business includes Sunrise Paddleboards’ paddleboard and kayak rental operations, guided tours, retail activities, training programs, digital assets, customer relationships, intellectual property, and related operating assets. As previously disclosed, consideration for the acquisition consisted of 42,000,000 shares of Brownie’s Marine Group common stock.

Unlike a traditional retail location, Brownie’s Marine Group intends for the Sunrise Paddleboards facility to become the flagship Live Blue Experience Center as an immersive destination where consumers can experience, learn, explore, and ultimately own many of the most innovative products in recreational watersports.

The flagship Sunrise Paddleboards location will serve as the operational hub for the Live Blue Experience platform. Experiences will extend beyond a single facility by utilizing multiple nearby waterfront launch sites that provide access to calm inland waterways, beaches, reefs, and open-ocean environments for demonstrations, instruction, guided adventures, and product evaluations.

Each Live Blue location is intended to showcase a curated portfolio of advanced marine technologies from Brownie’s Marine Group together with select strategic manufacturing partners, allowing customers to compare products side-by-side while receiving professional instruction and hands-on demonstrations before making purchasing decisions.

The Sunrise Paddleboards location is expected to offer demonstrations, rentals, guided adventures, professional instruction, and product evaluation across numerous categories of personal marine recreation, including:

- JAYKAY electric paddleboard fin systems
- AWAKE electric surfboards
- Electric hydrofoil (eFoil) platforms
- Flying Fish paddleboards
- BLU3 battery-powered surface-supplied diving systems

- Brownie's Third Lung surface-supplied diving systems
- SeaNXT sea scooters
- TEMO electric boat motors
- Additional emerging marine mobility technologies as they are introduced

Beyond serving consumers, the facility is expected to become Brownie's Marine Group's national dealer demonstration and training center. Dealers, instructors, commercial operators, and industry partners will have the opportunity to evaluate new technologies, participate in technical training, and gain firsthand experience with products before bringing them to their own customers with greater confidence.

"We continue to see strong growth through our ecommerce business, which demonstrates that many customers are comfortable purchasing innovative watersports products online," said Robert Carmichael, Chief Executive Officer of Brownie's Marine Group. "At the same time, there is a significant segment of the market that values hands-on experiences before investing in premium equipment. Live Blue is designed to complement our online and dealer sales channels by giving customers the opportunity to experience these technologies firsthand while also supporting our dealers with demonstrations, training, and education. We believe this experiential approach broadens our customer base, creates recurring revenue opportunities, and establishes a scalable model for future growth."

Management believes the Live Blue strategy has the potential to generate recurring revenue through rentals, guided experiences, instruction, certifications, dealer training, tourism, equipment sales, and ongoing customer engagement while creating a scalable operating model that can be replicated in future markets.

As Brownie's Marine Group continues to grow its portfolio of advanced watersports technologies, the Company expects the Live Blue Experience Center model to become an increasingly important component of its long-term strategy, combining innovative products with education and real-world experiences that introduce more people to recreational watersports.

About Brownie's Marine Group

Brownie's Marine Group is a marine technology company headquartered in Davie, Florida, focused on innovative products that expand access to underwater and surface-water environments. Through brands including Brownie's Third Lung®, BLU3®, LW Americas, Submersible Systems Inc. (Spare Air®), and SeaNXT

Americas, the company develops and distributes battery-powered tankless diving systems, portable emergency mini scuba tanks for scuba and helicopter safety applications, high-pressure scuba tank compressors, underwater scooters, surface supplied air systems, and marine mobility technologies. Learn more at browniesmarinegroup.com

Forward-Looking Statements

This news release may contain forward-looking statements within the meaning of Section 27a of the Securities Act of 1933 (as amended) and section 21e of the Securities and Exchange Act of 1934 (as amended). Those statements include the intent, belief or current expectations of the Company and its management team. Forward-looking statements are projections of events, revenues, income, future economics, research, development, reformulation, product performance or management's plans and objectives for future operations. Some or all the events or results anticipated by these forward-looking statements may not occur. Prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those projected in the forward-looking statements because of various factors. Accomplishing the strategy described herein is significantly dependent upon numerous factors, many that are not in management's control.

Investor Contact

Andrew Barwicki
andrew@barwicki.com
516-662-9461