

Healthy Beverage Line Expansions to Include Unique Specialty Premium Water Products with Target Sales: Stock Symbol EXMT

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Healthy Beverage Line Expansions to Include Unique Specialty Premium Water Products with Target Sales Programs to Multiple Retail Outlets and Public Events: Alternative Wellness Health, Inc. ([Stock Symbol: EXMT](#))



Amethyst Beverages \$EXMT.

□ Growth Oriented Marketing

Company Focused on Botanical Health Beverages and also Software Applications.

□ Expansion of Product Line to Greatly Improve Revenues and Profits.

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The EXMT plan on the Premium Water is that it will be the only water with the company's unique ingredients that quite literally allow EXMT to say "It's Just Better Water"."

*Jeff Flasco, Director of
Beverage Division*

□ Launch of New Beverage Product Flavors at "Art of LA at NRG Studios"

□ Philanthropy Project Event Held in North Hollywood, California.

□ EXMT Owned Amethyst Beverage was the Title Sponsor Helping North Hollywood Event Raise Close to \$50,000 Dollars.

□ Anticipated Feature with the Guitar Center Foundation to Offer Water at the Flagship store in Hollywood and

move 304 Other Locations in the Remaining 2023 Season.

□ Beverage Products Tested with a Bio-Energetic Screening Device Which Analyzes for Balance of Both Ingredients and Quality.

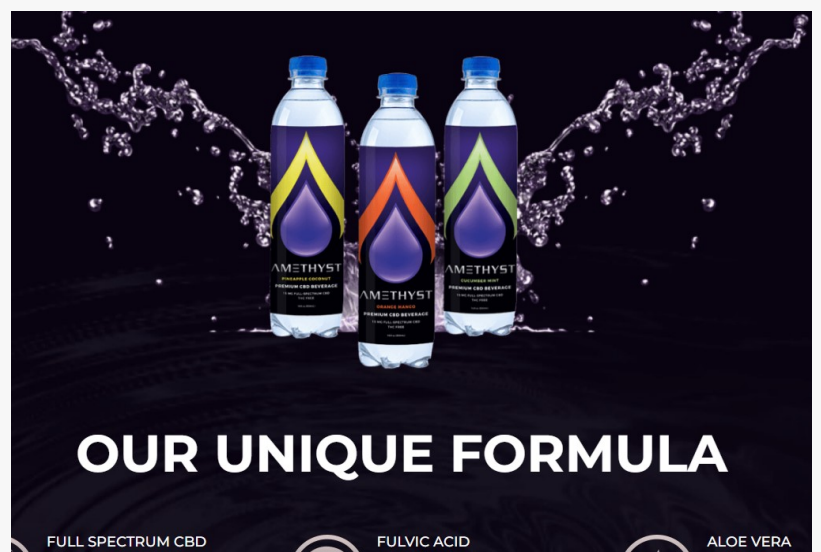
Alternative Wellness Health, Inc. ([OTC: EXMT](#)), fka Anything Technologies Media, is a manufacturing and marketing company involved in the sales and marketing of botanical health products and software applications. EXMT is the parent company of subsidiary corporations and is focused on partnerships and acquisitions in innovative technologies and manufacturing sectors. EXMT and partners each have their own professional management team with extensive backgrounds in finance, manufacturing, marketing, and distribution. The EXMT goal is to combine the expertise of its team members to create a cohesive force, which will carry the company forward in the marketplace.

EXMT Expands Product Line to Greatly Improve Future Revenues and Profits

On August 8th EXMT announced the expansion of its new line of specialty botanical products. EXMT has fully developed and enhanced its packaging and is now moving forward with larger chains, in particular Grocery, Convenience Stores, and large dispensary chains.

EXMT has its COAs completed "After Packaging" which will give clients confidence in the company's product makeup. These can now be seen on the EXMT websites. EXMT is now looking to package its Delta 9 HDI Premium Beverages into shots rather than full 16oz bottles. While this is a specialty item, EXMT believes the festival and concertgoers will appreciate the smaller package and purchase multiple shots. In addition to that, EXMT is also moving forward on its Amethyst Premium Water without any specialty botanicals.

The EXMT plan on the Premium Water is that it will be the only water with the company's unique ingredients that quite literally allow EXMT to say "It's Just Better Water". EXMT will look to promote this in the chains mentioned above, but also be the promoters of water at the festivals



Amethyst Beverages is Unique \$EXMT

The brand formula of Amethyst Beverage was established in 2017 in Las Vegas, NV mostly as a directive to support a Philanthropy effort toward cancers associated with children and adults. Amethyst Beverage is the only water in the marketplace to have flavored (Strawberry, Orange/Mango Watermelon and 15 others available) alkaline water containing clear Fulvic Acid and Aloe Vera for health reasons as well as over 70 Ionic minerals. Amethyst is also the only current company to provide Certificate of Analysis on all production to customers to back our ingredients after the product has been produced. With the acquisition of the brand by Alternative Wellness Health in 2019 we have current bottling with plants located in Socal CA., Houston, TX and soon in Mesquite, NV. Alternative Wellness is equipped to produce over 1,000,000 pallets per month in CBD and non-CBD water. Locations are being evaluated at this time to focus on CBD, Delta 9 and THCO products will all products being derived by the HEMP.

Amethyst Beverage is a disruptive brand unlike anything that's been introduced into the CBD and Delta 9 Water markets to date. Building awareness among focused target markets is the team's primary mission over the next year. The approach begins with a careful selection of target audiences and continues with the introduction of the product concept, with particular focus on the CBD, Delta 9 and THCO Alkaline innovations. Then we offer extensive product sampling supported by consistent content marketing and nimble campaigns to incite significant product adoption among the key target markets. More specifically, over the course of 12 months we will employ a wide number of opportunities – both online and in person- to promote Amethyst Beverage and educate potential consumers on the benefits innovations and proper product usage. Primary strategies include wide-spread sampling, carefully targeted Private Label programs, media and compelling video. Social Media will play a key role in all elements of Amethyst Beverage by engaging current and existing private label and Amethyst branding through content marketing



Amethyst History, Specs and Line Running \$EXMT

and events in order to be the ONLY water sold. This means that EXMT Premium Water products and Premium Water with specialty botanicals will be the only products available at various upcoming events.

EXMT Completes Festival, Art of LA, Launches Two New Flavors, and Targets New Acquisition Partners

On August 2nd EXMT announced its new flavor "Pineapple Coconut" and updated "Orange Mango" have been produced and are now put into the marketplace for sale.

EXMT owned Amethyst Beverage's specialty health beverages, Orange Mango CBD, and Pineapple Coconut is hitting the shelves now with Cucumber Mint in the works. The EXMT Delta 9 HDI Premium Beverages will also get a new flavor and label makeover with the same flavor pallet. The EXMT plan is to launch the new and improved Delta 9 HDI by September 2023.

EXMT just finished up the philanthropy project called "Art of LA at NRG Studios" in North Hollywood, California at the top Music Studio in the LA Valley where such artists like Papa Roach, Linkin Park, Hootie and the Blowfish, No Doubt, and many other produced their Grammy-winning albums. Artists and Entertainment Execs met and EXMT Amethyst Beverage was the title sponsor helping the event raise close to \$50,000 dollars. EXMT was met with an overwhelmingly positive response. Amethyst expects to be featured with the Guitar Center Foundation and will begin offering its water with the flagship store in Hollywood and is expected to move on to their other 304 locations in the remaining 2023 season.

EXMT also had the Amethyst Orange Mango Premium Water tested with a Bio-energetic



\$EXMT Distribution



\$EXMT Amethyst Beverages

Screening device which analyzes the product for the balance of both ingredients and quality. It then scores product balance and compatibility of the product with each individual. The top score for both the product and the compatibility with the individual is 50 out of 50 and that means that the product is perfectly balanced and suitable for a perfect match for individuals.

"Now that we've put our feet in the Festival and special events arena, we fully anticipate the remaining events to be a big hit and sales tool for us. We have many activities and sales mechanisms we will be launching during these specialty events. Our reach from these events will increase our channels and markets for our new brand, logos, and flavors forthcoming," exclaimed Jeff Flasco, Director of the EXMT Beverage Division.

For more information on \$EXMT visit: <http://amethystbeverage.com/>
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