

Safer Shot Provides Shareholder Update Regarding Reverse Split

NEW YORK, NY— (1/7/15) – Safer Shot, Inc. (OTC: [SAFS](#)) today announced it is restructuring with a 1,000 to 1 reverse stock split of its Common Stock. This will allow the Company to reemerge through new funding of up to \$1 million that will fund future operations, details of which will be forthcoming. Once funding is completed, the Company will address specific options that may prove beneficial to pre-split stockholders. These promising developments have been designed to enhance the Company and, accordingly, both current and future stockholder prospects.

As a result of the reverse split, a temporary symbol (“SAFSD”) has been assigned that will be effective for 20 business days, beginning January 6, 2015, after which, the symbol will revert back to SAFS.

This press release may contain certain statements that are not descriptions of historical information, but are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Exchange Act of 1934. These forward-looking statements refer to matters that involve risks and uncertainties. Such statements reflect management's current views and are based on certain assumptions. Actual results could differ materially from the assumptions currently anticipated.

Contact:
Safer Shot, Inc.
Investor Relations
info@safershot.com