Killi Featured in $5b Google Class Action Lawsuit as an Example of a Company Compensating Consumers Fairly

New York, New York--(Newsfile Corp. - July 14, 2020) - Killi Ltd. **(TSXV: MYID)**, a global leader in consumer privacy, was recently referenced as an example of a firm operating with transparency and consumer inclusion in the recently filed class action lawsuit, Brown et al. vs. Google LLC in California.

Highlights of the Proposed Lawsuit: Google was sued in a proposed class action accusing the internet search company of illegally invading the privacy of millions of users by pervasively tracking their internet use through browsers set in "private" mode. The lawsuit seeks at least $5 billion, accusing the Alphabet Inc unit of surreptitiously collecting information about what people view online and where they browse, despite their using what Google calls Incognito mode.

According to the complaint filed in the federal court in San Jose, California, Google gathers data through various applications and website plug-ins, including smartphone apps, regardless of whether users click on Google-supported ads.

This helps Google learn about users' friends, hobbies, favorite foods, shopping habits, and even the "most intimate and potentially embarrassing things" they search for online, the complaint said. Google "cannot continue to engage in the covert and unauthorized data collection from virtually every American with a computer or phone," the complaint said.

Killi Reference in the Lawsuit: "Mr. Brown (Plaintiff) is aware that he is able to sell his personal data, via other websites such as Killi (https://killi.io/earn/). Unlike Killi that asks for Mr. Brown's permission to sell his data in exchange for consideration, Google never asked for his permission, and instead impermissibly intercepts his communications with Websites, and sell information gleaned from such communications. Google's practices irreparably damage Mr. Brown's privacy and his ability to control his own personal rights and data."

To learn more about Killi's Data Dividend™ and more extensive Fair-Trade Data™ program, please visit https://killi.io/earn.

About Killi

Killi is a consumer privacy ecosystem that aims to put people back in control of their data. Killi allows consumers to take back control of their consumer data from those who have been collecting it and selling it unbeknownst to them. Available on iOS, Android as well as the web, Killi is available internationally. With Killi, consumers can opt-in and link specific pieces of personal information from various financial and social accounts that they would like to put under their control and share with companies and be compensated directly in the form of cash for its use.

Download Killi here.

FOR FURTHER INFORMATION, PLEASE CONTACT:

Andrew Elinesky, CFO

+1-416-904-2725

Forward-Looking and Other Cautionary Statements

This news release may contain "forward-looking statements" within the meaning of applicable securities laws, including, but not limited to, the Company's financing plans. Forward-looking statements may generally be identified by the use of the words "anticipates," "expects," "intends," "plans," "should," "could," "would," "may," "will," "believes," "estimates," "potential," "target," or "continue" and variations or similar expressions. These statements are based upon the current expectations and beliefs of management. They are subject to certain risks and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. These risks and uncertainties include, but are not limited to: the uncertainty surrounding the spread of COVID-19 and the impact it will have on the Company's operations and economic activity in general; and the risks and uncertainties discussed in our most recent annual and quarterly reports filed with the Canadian securities regulators and available on the Company's profile on SEDAR at www.sedar.com, which risks and uncertainties are incorporated herein by reference. Readers are cautioned not to place undue reliance on forward-looking statements. Except as required by law, the Company does not intend and undertakes no obligation to update any forward-looking statements to reflect, in particular, new information or future events.