GAMELANCER

Financial literacy campaign with one of Canada's largest banks to be broadcast on Gamelancer's TikTok network

TORONTO, July 12, 2022 /CNW/ - Gamelancer Gaming Corp. (CSE: GMNG) (OTCQB: WDRGF) (FRA: 64Q) ("Gamelancer" or the "Company"), a mobile-focused entertainment company providing brands access to the global gaming audience through its owned and operated channels, is pleased to announce that it has teamed up with one of Canada's largest banks to curate and broadcast a short-form video financial literacy campaign across its TikTok channels. Gamelancer owns not only the largest gaming network on TikTok in Canada, but the largest multi-channel gaming network on TikTok globally.

Produced by Gamelancer Studios, the financial literacy campaign will feature short-form video content curated to help equip the GenZ gaming audience with the right information to make informed decisions when opening their first chequing accounts, choosing a credit card and other personal financial choices. The campaign will be geolocated to Canada when broadcast, and content was filmed with GenZ gamers and influencers from the Vancouver area.

"The 24,000,000+ GenZ gamers on the Gamelancer TikTok network increasingly rely on their online community to aid them in making crucial decisions, such as which financial institution to bank with. Whether opening their first chequing account, getting their first credit card or line of credit, to car insurance and even a mortgage, GenZ gamers gather a lot of the information which informs that decision from their online peers and the platforms they spend time on. Through in-house produced content, curated by Gamelancer Studios in Vancouver, we work with financial institutions to help them connect with the GenZ community on the number one downloaded app and the most popular website in Canada, TikTok." – Jon Dwyer, Chairman & CEO, Gamelancer Gaming Corp.

About Gamelancer Gaming

Acquired by Wondr Gaming, Gamelancer Gaming Corp. is a growing mobile-focused social media network in gaming - generating over 1.2 billion monthly video views across its 27 owned and operated channels. With over 28,400,000 followers on TikTok, Instagram, and Snapchat, predominantly located in the US, Canada, the UK, and Australia, Gamelancer sells direct and programmatic media across its network to the world's largest brands. With advanced user data analytics, we provide our audience curated content relevant to the GenZ & Millennial gaming community, which allows brands unparalleled access to the largest media inventory in gaming across TikTok, Instagram, and Snapchat. Gamelancer also monetizes across its variety of Snapchat Discover channels with monthly recurring revenue in partnership with Snapchat.

Gamelancer.com

Neither the Canadian Securities Exchange nor its Market Regulator (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.

Forward Looking Information

This news release contains forward–looking statements and forward–looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward–looking statements or information. More particularly and without limitation, this news release contains forward–looking statements and information relating to the future business of the Company, the potential of the Company's products and services, further business from the Company's clients, industry outlook and potential and other matters. The forward–looking statements and information are based on certain key expectations and assumptions made by management of the Company. Although management of the Company believes that the expectations and assumptions on which such forward-looking statements and information are based are reasonable, undue reliance should not be placed on the forward–looking statements and information since no assurance can be given that they will prove to be correct.

Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward–looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. Accordingly, readers should not place undue reliance on the forward–looking statements and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive. The forward–looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward–looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.

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