

Gamelancer enters multi-quarter engagement with one of North America's largest consumer electronics and networking companies

TORONTO, July 26, 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 entered into a multi-quarter engagement with one of North America's largest consumer electronics and networking companies. The mid-six-figure campaign was produced by Gamelancer studios in Vancouver and has been broadcast across the Gamelancer TikTok network since June of this year.

Featuring North America's beat-box champions, Canadian comedian Akeem, and local influencers and artists, the campaign featured headphones, ear buds and smart speakers, which the viewing audience can purchase in-video while watching content on one of Gamelancer's 14 TikTok channels.

"Earlier this year we acquired JoyBox Media, a custom content studio in Vancouver led by Kamar Burke and Sam Park. Rebranded as Gamelancer Studios, we now have full-production studio capabilities which allow us to curate custom productions in-house for our clients. Gamelancer Studio productions are then broadcast across our network of over 29,000,000 followers on TikTok, Instagram & Snapchat. This unique ecosystem where brands can authentically engage with GenZ & Millennials in the US, Canada, the UK and Australia, matched with custom content capabilities, positions Gamelancer as a long-term partner for some of the largest brands in consumer electronics, telcos, banks, insurance companies and any other industries seeking to engage with the 12-35-year-old demographic. As our clients transition their advertising budgets away from summer and toward back-to-school and fall campaigns, Gamelancer Studios is busy working with our recurring client base filming new campaigns. With our TikTok network alone growing by over 90,000 new followers a day, matched with our best-in-class production capabilities, Gamelancer is a partner brands rely on year-round."— 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 1.8 billion monthly video views across its 33 owned and operated channels. With over 29,200,000 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

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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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