

Personas Announces User Acquisition Marketing Program

Toronto, Ontario--(Newsfile Corp. - October 29, 2024) - Personas Social Incorporated (TSXV: PRSN) (the "**Company**") is pleased to announce its engagement with Google's New Business Partnership Team to market its Keek Social network.

The company is pleased to announce that it is engaged in a marketing program with the Google New Business Partnership Team. The Google New Business Partnership Team identified Keek as a potential high growth business and offered the Company an "invite only opportunity" to work with Google to market Keek.

The Company will benefit from Google's industry leading advertising expertise. Google will provide the services of its marketing team to Keek at no additional cost and the Company will pay Google for cost per impression-based advertising.

The objective of the program is to secure 1 million app installs over the next 6 to 12 months. The Company will market throughout the Google ecosystem and to advertise to potential new users and to hyper-target legacy Keek users. Ads will run on YouTube in the Google play store and other Google properties. The time to secure these users will depend on fine tuning registration conversion strategies to maximize conversion rates, and it will also depend on the amount of advertising dollars spent on the program. Management is confident that the marketing efforts will be successful and is hopeful of even better results.

One can now find Keek in the Apple AppStore, the Google Play Store, and at www.keek.com.

For further information, please contact:

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Forward Looking Statements

This news release may contain forward-looking statements. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. Results may vary for the use of any Keek service described above. The phrase "get famous fast" is a catch phrase and is not meant to be taken literally. A given users popularity is based on several factors including not limited to, engaging content. Important factors that could cause actual results to differ materially from the Company's expectations are risks detailed from time to time in the filings made by the Company with securities regulations. Forward-looking statements contained in this news release are expressly qualified by this cautionary statement. The forward-looking statements contained in this news release are made as of the date of this news release and the Company will update or revise publicly any of the included forward-looking statements as expressly required by Canadian securities law.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) has reviewed or accepts responsibility for the adequacy or accuracy of this Release.



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