TrustBIX Inc. Announces New Vice President of Technology Development

Edmonton, Alberta--(Newsfile Corp. - July 21, 2021) - TrustBIX Inc. (TSXV: TBIX) ("**TrustBIX**" or the "**Company**") is pleased to announce the appointment of Dr. Mike Kennedy as Vice President of Technology Development starting July 12, 2021. Dr. Kennedy will be responsible for overseeing all aspects of the technology and digital solutions deployed across TrustBIX.

"Mike is an experienced team leader and information system designer, and has a broad start-up and academic background in artificial intelligence, communication networks and distributed sensor systems," said Hubert Lau, TrustBIX CEO. "He will play an integral role in the Company's technological future."

Mike founded the consultancy, Green Analytics Corp., in 2010 and launched several successful business ventures, BuildSense and Birch Natural Assets. He spearheaded the development of the Urban Data Lab at the University of British Columbia, which leads Canada in the deployment of 5G technologies for advancing environmental sustainability. Mike is currently a Post-Doctoral Fellow at the Sauder School of Business (UBC) and has authored more than 35 publications in academic and industry publications. He holds a B.Sc. and M.Sc. in Forestry from the University of New Brunswick and a Ph.D. in Business Administration (Management Information Systems) from Washington State University.

About TrustBIX (TSXV: TBIX)

As an innovative leader, TrustBIX provides agri-food traceability. By addressing consumer and agri-food business demands, the Company has a goal to become the most trusted and largest source of third-party food traceability and sustainability information globally - Gate to Plate®. TrustBIX Inc.'s focus is to create a world where we trust more, waste less and reward sustainable behaviour. The Company's proprietary platform, BIX (Business infoXchange System), is designed to create trust without compromising privacy through innovative use of data and technology. Extensive R&D has allowed TrustBIX to create a new blockchain-derived technology to complement its mature and proven traceability systems. By leveraging BIX and its unique use of incentive solutions, the Company can deliver independent validation of food provenance and sustainable production practices within the supply chain. ViewTrak Technologies Inc., a wholly owned subsidiary, provides a suite of hardware and software solutions to the livestock industry in Canada, United States, Mexico and China, such as Auction Master Pro, Market Master, Feedlot Solutions and pork grading probes. For more information, visit www.trustbix.com, or follow us on Twitter twitter.com/@TrustBIX_Inc, Facebook at www.facebook.com/BIXSco, or LinkedIn: https://www.linkedin.com/company/bixsco-inc-/.

Forward-Looking Information

This press release contains certain forward-looking information and reflects the Company's present assumptions regarding future events. These statements involve known and unknown risks, uncertainties, and other factors that may cause the Company's actual results, levels of activity, performance, and/or achievements to be materially different from any future results, levels of activity, performance, or achievements expressed or implied by these forward-looking statements.

Certain statements contained in this document constitute forward-looking statements and information within the meaning of the applicable Canadian securities legislation. When used in this document, the words "may", "would", "could", "should", "will", "intend", "plan", "propose", "anticipate", "believe", "forecast", "estimate", "expect" and similar expressions used by any of the Company's management, are intended to identify forward-looking statements. Such statements reflect the Company's internal projections, expectations, future growth, performance and business prospects and opportunities and are based on information currently available to the Company. Since they relate to the Company's current views with respect to future events, they are subject to certain risks, uncertainties and assumptions. Many factors could cause the Company's actual results, performance or achievements to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements. Given these risks and uncertainties, readers are cautioned not to place undue reliance on such forward-looking statements. The Company does not intend, and does not assume any obligation, to update any such factors or to publicly announce the result of any revisions to any of the forward-looking statements contained herein to reflect future results, events or developments except as required by applicable securities legislation, regulations or policies.

FOR MORE INFORMATION CONTACT:

Mr. Hubert Lau
President and CEO
Telephone: (780) 456-2207
Email: info@trustbix.com

TRUSTBIX

To view the source version of this press release, please visit https://www.newsfilecorp.com/release/90780