Theories and Thousands of Hunters: The Great Canadian Treasure Hunt Sweeps the Nation

Over 55,000 Canadians join the hunt for gold as first $30K bonus prize drops in Dawson City, Yukon

Toronto, Ontario--(Newsfile Corp. - September 18, 2025) - A treasure hunt for more than $1 million in gold is capturing the imagination of Canadians and the momentum keeps building. Just weeks after launch, the Great Canadian Treasure Hunt has become a coast-to-coast phenomenon, sparking debates, exploration, and clue-sharing across the country:

- 55,000+ subscribers have joined the hunt and signed up for clues
- 430,000+ website views recorded to date
- Online forums and threads buzzing with maps and theories

"This is a modern-day gold rush," said **Anthony Vaccaro, President of The Northern Miner Group.** "The response has been overwhelming; Canadians are engaged and excited to solve the riddles. With the first of 12 bonus prizes now live in Dawson City, we're taking the hunt to its next stage and can't wait to see what Canadian treasure seekers discover."

The Northern Miner, the organizer of the hunt, is excited to announce the release of the first bonus prize kicking off a regional hunt in Dawson City, Yukon, the historic heart of Canada's Gold Rush, where a prize representing six one-ounce gold coins is hidden, valued at more than CAD$30,000 as of the spot market gold price on September 16, 2025.

When first announced, each bonus prize was valued at $27,729. Today, that same prize is worth more than $30,000, reflecting gold's steady climb. The grand treasure has also risen in value and is now worth over $1.1 million. These increases underscore gold's enduring role as a hedge against currency debasement, and a reminder of why precious metals remain essential in uncertain times.

Monthly Prizes Connect to the $1M+ Gold Hunt

Twelve bonus prizes (each representing six one-ounce gold coins) will roll out over the next year, revealed through new monthly stories and videos. Every release carries two layers of mystery: clues pointing to the regional bonus prize and the $1+ million grand treasure. Together, these releases will ignite fresh debates and theories while inspiring people to reconnect with the country's history of adventure and discovery.

Watch the Dawson City reveal video here: English | French

- **Join the hunt at:** treasure.northernminer.com

Cannot view this video? Visit:
https://www.youtube.com/watch?v=AIpYKspc4V4

This campaign is proudly presented with the support of industry sponsors including **Agnico Eagle Mines Limited**, **Sprott Money, EarthLabs Inc.**, **IAMGOLD Corporation, Kinross Gold Corporation, The World Gold Council**, **Alamos Gold Inc., Ernst & Young LLP, MINING.COM, CEO.CA** **and The Canadian Mining Journal**.

For more information, including full contest rules, FAQs and updates, visit treasure.northernminer.com.

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About The Northern Miner

The Northern Miner is a one-of-a-kind information resource. With over 110 years of experience serving the mining and exploration industry, crucial reports by The Northern Miner writing staff inform the decision-making process of thousands of high-performing mining professionals.

Founded in 1915, The Northern Miner remains the industry's most respected mining news authority, known for its on-the-ground journalism, editorial independence, and deep sector expertise. Now owned by EarthLabs Inc., it operates alongside platforms like MINING.COM, CEO.CA, and Canadian Mining Journal, delivering critical insight and trusted intelligence to the global mining community.

About EarthLabs Inc.

EarthLabs Inc. (TSXV: SPOT) (OTCQX: SPOFF) (FSE: 8EK0) is a mining investment, technology, and media company that aims to provide strategic leverage to the metals and mining sector through investments, royalties and a full suite of data-driven media SaaS tools and services including CEO.CA, The Northern Miner, MINING.COM, Canadian Mining Journal and DigiGeoData.

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18+. No purchase necessary. Open to legal residents of Canada only. Void where prohibited. All prize valuations are in Canadian dollars (CAD), based on the spot gold price as of 16 September 2025, and subject to change with market conditions. Contest governed by the laws of Canada. Sponsors, organizers, and their affiliates, officers, employees, and agents are not responsible for lost, late, stolen, misdirected, incomplete, or ineligible entries; technical failures of any kind; or injury, loss, or damage of any kind arising from or related to participation or prize redemption. By participating, entrants release and hold harmless EarthLabs Inc., The Northern Miner, contest sponsors, and their affiliates from any liability or claims in connection with the contest. Sponsorship does not imply endorsement of any participant, entry, or statement made during the contest. Full rules, eligibility requirements, and redemption process available at treasure.northernminer.com.

Neither the TSX Venture Exchange ("TSXV"), OTC Best Market ("OTCQX") nor its Regulation Services Provider (as that term is defined in the policies of the TSXV) accepts responsibility for the adequacy or accuracy of this release.

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Certain statements contained in this news release constitute forward-looking statements within the meaning of Canadian securities legislation. All statements included herein, other than statements of historical fact, are forward-looking statements. Often, but not always, these forward-looking statements can be identified by the use of words such as "estimate", "potential", "projected", "assumed", "planned", "to be", "may", "could", "should", or similar expressions.

Forward-looking statements involve known and unknown risks, uncertainties, and other factors that may cause actual results, performance, or achievements to differ materially from those expressed or implied. These risks include, but are not limited to, those described in the Company's filings on SEDAR+ at www.sedarplus.ca. While the Company has attempted to identify key risks and assumptions, actual outcomes may vary.

Forward-looking statements reflect the beliefs, expectations, and opinions of management as of the date of this release. The Company disclaims any obligation to update or revise these statements, whether as a result of new information, future events, or otherwise, unless required by law. Undue reliance should not be placed on forward-looking statements.

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