SuperBuzz Inc. (formerly, Cross Border Capital I Inc.) Announces Final Exchange Bulletin and Commencement of Trading

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TORONTO, ON – July 12, 2022 – SuperBuzz Inc. (TSXV: SPZ) (the "**Company**", formerly Cross Border Capital I Inc. ("**CBX**") (TSXV: CBX.P), further to its press releases dated June 17 and July 7, 2022, the Company is pleased to announce that the TSX Venture Exchange (the "**Exchange**") has published its final exchange bulletin in connection with the Company's previously announced qualifying transaction. Trading in the Company's common shares on the Exchange is expected to commence at market open on July 14, 2022.

The Company had previously announced its completion of its acquisition of all of the issued and outstanding securities of Message Notify Ltd. d/b/a SuperBuzz ("**Private SuperBuzz**"), resulting in Private SuperBuzz becoming a wholly owned subsidiary of the Company ("**Transaction**").

Additional information in respect of the Company's business is available in its final non-offering prospectus dated June 16, 2022 (the "**Prospectus**"), which is available under the Company's SEDAR profile at www.sedar.com.

About SuperBuzz

SuperBuzz offers solutions supplying a real-time marketing automation platform that increases customer engagement through dynamic push notification campaigns that deliver relevant, personalized messages in micro-moments across mobile and desktop platforms. SuperBuzz's value proposition comes in the form of its AI-optimized bidding algorithm and fraud detection that guarantees push delivery at the right time and in the appropriate context needed to ensure maximum user retention. The system makes it easy to segment users and create push notification tests while tracking notifications in real-time and shows actual traffic quality, including fraudulent activity. Private SuperBuzz is a private company that was incorporated under the laws of Israel on January 10, 2018 and is a wholly owned subsidiary of the Company.

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Investors are cautioned that, except as disclosed in the Prospectus prepared in connection with the Transaction, any information released or received with respect to the Transaction may not be accurate or complete and should not be relied upon. Trading in the securities of the Company should be considered highly speculative.

The TSX Venture Exchange has in no way passed upon the merits of the Transaction and has neither approved nor disapproved the contents of this news release.

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

The securities of the Company have not been and will not be registered under the United States Securities Act of 1933, as amended and may not be offered or sold in the United States absent registration or an applicable exemption from the registration requirement. This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of the securities in any jurisdiction in which such offer, solicitation or sale would be unlawful.

CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING INFORMATION:

This news release includes certain "forward-looking statements" under applicable Canadian securities legislation. Forward-looking statements include, but are not limited to, statements with respect to the anticipated trading date of the Common Shares and the Company embarking to become the fastest growing and leading community of online video gamers. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such factors include, but are not limited to general business, economic, competitive, political and social uncertainties; delay or failure to receive board, shareholder or regulatory approvals or any other factor that may arise. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.