

Red Light Holland Via Radix Motion Advances Patent Strategy And Expands Its 3D Movement Data And AI Innovations

- New Technology And Patent Filings To Detect Safety and Consent Violations In Psychedelic Therapy Sessions While Maintaining Client Privacy.

Toronto, Ontario--(Newsfile Corp. - January 31, 2023) - Radix Motion, a fully-owned technology subsidiary of Red Light Holland Corp. (CSE: TRIP) (FSE: 4YX) (OTCQB: TRUFF) ("Red Light Holland" or the "Company"), an Ontario-based corporation engaged in the production, growth and sale of functional mushrooms and mushroom home grow kits in North America and Europe, and a premium brand of psilocybin truffles to the legal, recreational market within the Netherlands, in compliance with all applicable laws, is pleased to announce that further to its press release dated December 6, 2022, the Company is expanding its patent portfolio with a new application on the use of human movement data to increase safety in psychedelic therapy sessions while maintaining client privacy.

The new patent application covers Radix Motion's new technology on the use of real-time analysis of human movement data to identify the position and body movement of a psychedelic facilitator or therapist to detect if a potential violation is occurring and activate real time alerts and safety measures. This technology does not require sending or storing any video information and helps to protect patient privacy.

With this new technology, Radix Motion is leading the way in creating safer and more private psychedelic therapy sessions for clients.

The new patent application was filed in the U.S. as a "continuation-in-part" (CIP) application that also consolidates the disclosures of Radix Motion's previously published Patent Cooperation Treaty (PCT) application and its pending provisional application on biomarker-augmented therapy.

As all PCT claims around the use of 3D movement data in psychedelic therapy were found novel and inventive in an International Preliminary Report on Patentability, the next step will be to request "fast-track" examination under the "Patent Prosecution Highway" (PPH). As PPH applications generally enjoy higher allowance rates, it is hoped this will lead to an issued patent in the U.S. and in other PPH jurisdictions where a PPH request is granted.

Besides the U.S. filing, the PCT was also entered as a national stage application in Canada, and Radix Motion has a month to decide to enter the PCT elsewhere, including in Europe and Australia.

"Clients in psychedelic sessions are in especially vulnerable states, and unfortunately there are known cases of abuse, even in clinical trials, that could have benefited from real time analysis of the data instead of learning about the unfortunate cases after the fact via video recordings," said Sarah Hashkes, CEO of Radix Motion. "We hope our our expertise around movement data analysis and use of AI will be an important tool that clinics, therapists and clinical research coordinators find as an invaluable asset to help keep clients safe from potentially predatory acts, while also protecting their privacy," added Sarah.

"The 'bypass' CIP strategy was the most cost-effective way to consolidate Radix Motion's inventions across different applications, while at the same time adding its new safety technology to expand them," said Graham Pechenik, a registered patent attorney and the founder of Calyx Law, and Red Light Holland's senior advisor.

"We are excited to continue to work with Sarah and the team at Radix Motion to bring their foundational 3D movement data technology closer to being patented, while also building upon it with new technology that can improve the safety of psychedelic services," Graham explained. "We appreciate the opportunity

to protect Radix Motion's inventions, in ways that are aligned with its goal of ethical IP and its core value of protecting user's privacy."

"Radix Motion's embodied technology is aimed towards creating technological infrastructure for the growing psychedelic ecosystem to help ensure best practices around psychedelics as a tool for growth. As a company we've always wanted to contribute to positive change and this is just another example of that," said Todd Shapiro, CEO and Director of Red Light Holland. "Candidly, we are also hoping it's another revenue stream for Red Light Holland as it's a technology we believe is broadly applicable and expect to license or sell which is why we are grateful for the expertise of patent lawyer Graham Pechenik and the team at Calyx Law who are working towards ensuring our investment is protected."

Neither the Canadian Securities Exchange nor its Market Regulator (as such term is defined in the CSE policies) has reviewed or accept responsibility for the adequacy or accuracy of this news release.

About Radix Motion

Radix Motion is a technology company founded in Silicon Valley focused on building immersive and embodied technology for health and wellness. Amongst their products are Meu, an AR/VR interactive hologram messenger, iMicroapp a microdosing app that also measures poses, Wisdom VR, an interactive education that explains what psychedelics do to the brain and more.

About Red Light Holland

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Forward-Looking Information and Cautionary Statements

This press release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. These statements relate to future events or future performance. The use of any of the words "could", "intend", "expect", "believe", "will", "projected", "estimated" and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking information and are based on the Company's current belief or assumptions as to the outcome and timing of such future events.

The forward-looking information and forward-looking statements contained herein include, but are not limited to, statements regarding: the Company's performance, business objectives and milestones and the anticipated timing of, and costs in connection with, the execution or achievement of such objectives and milestones; the Company's intention to devote resources to the protection of its intellectual property rights, including by seeking and obtaining registered protections in Canada, U.S., and other jurisdictions; the Company and Radix Motion being eligible to utilize fast-track examination offered by the Patent Prosecution Highway in the U.S., Canada, and other participating patent offices; the potential benefits of psychedelic usage data; and Radix Motion's technology will help it lead the way by being an invaluable asset by improving the safety of psychedelic services, while protecting clients' privacy.

Forward-looking information in this press release are based on certain assumptions and expected future events, namely: current and future members of management will abide by the Company's business objectives and strategies from time to time established by the Company; the Company will achieve the performance, meet their business objectives and milestones in their anticipated time and within the anticipated cost; the Company will retain and supplement its board of directors and management, or otherwise engage consultants and advisors having knowledge of the industries (or segments thereof) within which the Company may from time to time participate; the Company will have sufficient working capital and the ability to obtain the financing required in order to develop and continue its business, brands and operations; the Company will continue to attract, develop, motivate and retain highly qualified and skilled consultants and/or employees, as the case may be; no adverse changes will be made to the regulatory framework governing psychedelics, taxes and all other applicable matters in the jurisdictions in which the Company conducts business and any other jurisdiction in which the Company may conduct business in the future; the Company will be able to generate cash flow from operations, including, where applicable, distribution and sale of mushrooms and mushroom products; the Company will be able to execute on its business strategy as anticipated; the Company will be able to meet the requirements necessary to obtain and/or maintain authorizations required to conduct the business; general economic, financial, market, regulatory, and political conditions, including the impact of the COVID-19 pandemic, will not negatively affect the Company or its business; the Company will be able to successfully compete in the psychedelic industries; the Company will be able to effectively manage anticipated and unanticipated costs; the Company will be able to conduct its operations in a safe, efficient and effective manner; general market conditions will be favorable with respect to the Company's future plans and goals; the Company will be able to utilize fast-track examination under the Patent Prosecution Highway in the United States, Canada and other participating patent offices; the Company will combine psychedelic usage data with technology; the Company will customize treatments and interventions, resulting in increased benefits of its technology; the Company will obtain its patent upon the terms outlined herein; the Company will devote resources to the protection of its intellectual property rights, including by seeking and obtaining registered protections and developing and implementing standard operating procedures; and Radix Motion's technology will help it lead the way by being an invaluable asset by improving the safety of psychedelic services, while protecting clients' privacy.

These statements involve known and unknown risks, uncertainties and other factors, which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements, including but not limited to: the Company's inability to attract and retain qualified members of management to grow the Company's business, brands and its operations; unanticipated changes in economic and market conditions (including changes resulting from the COVID-19 pandemic) or in applicable laws; the impact of the publications of inaccurate or unfavourable research by securities analysts or other third parties; unanticipated changes in the psychedelic industries in the jurisdictions within which the Company may from time to time conduct its business and operations, including the Company's inability to respond or adapt to such changes; the Company's inability to secure or maintain favourable lease arrangements or the required authorizations necessary to conduct the business and operations and meet its targets; the Company's inability to effectively manage unanticipated costs and expenses, including costs and expenses associated with product recalls and judicial or administrative proceedings against the Company; risk that the Company will be unable to provide affordable and equitable access adult access to naturally occurring psilocybin; risk that the Company will not be eligible for fast-track examination under the Patent Prosecution Highway in the United States, Canada and other participating patent offices; risk that the Company will be unable to combine psychedelic usage data with technology; risk that the Company will be unable to devote resources to the protection of its intellectual property rights, including by seeking and obtaining registered protections and developing and implementing standard operating procedures; and risk that its patent application will be denied in whole or in part; and Radix Motion's technology's inability to improve the safety of psychedelic services, while protecting clients' privacy.

Readers are cautioned that the foregoing list is not exhaustive. Readers are further cautioned not to place undue reliance on forward-looking statements, as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated.

Forward-looking statements contained in this press release are expressly qualified by this cautionary statement and reflect the Company's expectations as of the date hereof and are subject to change thereafter. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, estimates or opinions, future events or results or otherwise or to explain any material difference between subsequent actual events and such forward-looking information, except as required by applicable law.

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