



For Immediate Release

VICTORY INVESTMENT PROSPECT, CIA CANNABIS INTELLIGENCE AGENCY, CONDUCTING MAJOR NORTH AMERICA WIDE CONSUMER STUDY

VANCOUVER, BC, CANADA (October 24th, 2019) – Victory Resources Corporation (CSE: VR) (FWB: VR61) (OTC: VRCFF) (“Victory” or the “Company”) announces that the CIA Cannabis Intelligence Agency Inc. (CIA), with which the Company recently announced its Letter of Intent (LOI) toward an investment, is conducting a major market consumer study throughout North America.

“The cannabis industry is in very early stages overall. In multiple cases leaders of companies have gone from growers to consumer packaged goods experts, and those leaders are looking for in-depth, actionable consumer information that can guide all of their business decision making from brand and product development, to marketing, packaging, communications, consumer loyalty programs etc.,” said Mr. David Lane, President and CEO of Victory.

“We see a tremendous opportunity with the CIA, a consumer market research group that has been designed to provide just that type of information, delivering intelligence that will guide the cannabis industry decision makers as the industry overall matures and becomes more sophisticated,” added Mr. Lane.

CIA MAJOR MARKET CONSUMER STUDY HIGHLIGHTS

- CIA Leadership is bringing best practices and expertise from experience at IMG, Repucom, Thomson Reuters and Nielsen
- The CIA has launched a major market research study to cannabis users throughout North America
- The CIA will collect and analyze primary data to form the most comprehensive consumer segmentation profiles in the industry, arming clients with the intelligence to optimize brands, products and consumer experiences
- The CIA has been designed to provide credible research for clients to understand their target market in relation to their brand, products and services, or in the case of government to develop the most effective legislation

“The long-term winners in this industry will not be going by ‘their gut,’ they will be deploying data analytics to derive critical behavioural insights to inform all their decisions and actions,” said CIA Founder and Managing Director, Mr. Derek Mager.

Victory Resources Corporation - Suite 734, 1055 Dunsmuir Street, Vancouver, BC, V7X 1B1

About the CIA

The CIA's vision is to be the leading market research and consumer insights group for the cannabis industry, employing a data-driven approach to empower our clients in gaining a competitive advantage in an emerging and competitive market.

As a diversified investment corporation, Victory is looking at multiple investment opportunities, including data and analytics, and anticipates that a potential investment in the CIA, if it were to happen, would be a long-term investment in a company that will deploy analytics and expertise to unveil consumer insights, providing a unique value proposition for clients including licensed producers, retailers, legislative bodies, research entities etc., and for the overall industry.

For further information, please contact:

David Lane, President

Telephone: +1 (236) 317 2822

E-mail: IR@victoryresourcescorp.com

About Victory Resources Corporation

VICTORY RESOURCES CORPORATION (CSE: VR) is a publicly traded diversified investment corporation with mineral interests in North America. The company is also currently seeking other opportunities.

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

Forward Looking Statements

Certain information set forth in this news release may contain forward-looking statements that involve substantial known and unknown risks and uncertainties. All statements other than statements of historical fact are forward-looking statements, including, without limitation, statements regarding future financial position, business strategy, use of proceeds, corporate vision, proposed acquisitions, partnerships, joint-ventures and strategic alliances and co-operations, budgets, cost and plans and objectives of or involving the Company. Such forward-looking information reflects management's current beliefs and is based on information currently available to management. Often, but not always, forward-looking statements can be identified by the use of words such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "forecasts", "predicts", "intends", "targets", "aims", "anticipates" or "believes" or variations (including negative variations) of such words and phrases or may be identified by statements to the effect that certain actions "may", "could", "should", "would", "might" or "will" be taken, occur or be achieved. A number of known and unknown risks, uncertainties and other factors may cause the actual results or performance to materially differ from any future results or performance expressed or implied by the forward-looking information. These forward-looking statements are subject to numerous risks and uncertainties, certain of which are beyond the control of the Company including, but not limited to, the impact of general economic conditions, industry conditions and dependence upon regulatory approvals. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements. The Company does not assume any obligation to update or revise its forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by securities laws.