

Brand X Lifestyle Corp Announces Disposition of Investment

Vancouver, British Columbia--(Newsfile Corp. - April 29, 2021) - **Brand X Lifestyle Corp. (CSE: BXXX) ("Brand X" or the "Company")**, announces that it has entered into a private transaction whereby it sold 750,000 shares of its MineHub Technologies, Inc. ("MineHub") position for aggregate proceeds of \$262,500.00. Brand X first made its investment in MineHub Technologies, Inc. as announced April 4, 2019, for \$250,000.00.

"We continue to hold 450,000 shares and other financial instruments with MineHub and sincerely believe in supporting companies building our paperless supply chains. MineHub has done a great job positioning itself with world-class technology serving the mining industry and look forward to their eventual public listing in coming months," stated CEO, Arni Johansson.

Further details on MineHub can be found on their website at: <https://minehub.com>

About Brand X Lifestyle Corp.

Brand X (CSE: BXXX) is an investment issuer that actively invests in a diversified portfolio of early-stage to mid-level companies and projects. Brand X leverages its extensive network of operators and global thought leaders to provide investors with a unique multi opportunity portfolio.

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Forward-Looking Statements:

*This news release includes certain forward-looking statements and forward-looking information (collectively, "**forward-looking statements**") within the meaning of applicable Canadian securities legislation. All statements, other than statements of historical fact, included herein including, without limitation, statements the timing, consideration, and completion of the joint venture are forward-looking statements. Although the Company believes that such statements are reasonable, it can give no assurance that such expectations will prove to be correct. Often, but not always, forward-looking information can be identified by words such as "pro forma", "plans", "expects", "will", "may", "should", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates", "believes", "potential" or variations of such words including negative variations thereof, and phrases that refer to certain actions, events or results that may, could, would, might or will occur or be taken or achieved. Forward-looking statements involve known and unknown risks, uncertainties, and other factors which may cause the actual results, performance, or achievements of the Company to differ materially from any future results, performance or achievements expressed or implied by the forward-looking statements. Such risks and other factors include, among others, statements as to the completion of the Acquisition, the anticipated business plans and timing of future activities of the Company, including the Acquisition, the ability of the Company to obtain sufficient financing to fund its business activities and plans, delays in obtaining regulatory approvals (including of the Canadian Securities Exchange), changes in laws, regulations, and policies affecting the Company's operations and the Company's limited operating history.*

Readers are cautioned not to place undue reliance on forward-looking statements. The Company undertakes no obligation to update any of the forward-looking statements in this presentation or incorporated by reference herein, except as otherwise required by law.

The Canadian Securities Exchange has not approved nor disapproved the contents of this news release.

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