

THE STREETWEAR CORPORATION

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FOR IMMEDIATE RELEASE

Streetwear Announces Closing of Private Placement

January 22, 2014, Toronto, Ontario – The Streetwear Corporation (“**Streetwear**” or the “**Corporation**”) is pleased to announce that it has closed a non-brokered private placement of \$30,000 by issuing 1,500,000 common shares at a deemed value of \$0.02 per common share with no finders fee payable.

Mr. Lukesch, the CEO of the Corporation, is pleased to advise that the company is working very actively at seeking opportunities in order to enhance shareholder value.

Certain statements in this document constitute "forward-looking statements" within the meaning of various security legislation inclusive of but not limited to the United States Private Securities Litigation Reform Act of 1995 and/or "forward-looking information" under the Securities Act (Ontario). These statements include, without limitation, statements regarding the status of development or expenditures relating to our business, plans to fund our current activities, statements concerning our partnering activities, exploration regulatory submissions, strategy, future operations, future financial position, future revenues and projected costs. In some cases, you can identify forward-looking statements by terminology such as "may", "will", "should", "expects", "plans", "anticipates", "believes", "estimated", "predicts", "potential", "continue", "intends", "could", or the negative of such terms or other comparable terminology. We made a number of assumptions in the preparation of these forward-looking statements. You should not place undue reliance on our forward-looking statements, which are subject to a multitude of risks and uncertainties that could cause actual results, future circumstances or events to differ materially from those projected in the forward-looking statements. These risks include, but are not limited to, securing and maintaining corporate alliances, the need for additional capital and the effect of capital market conditions and other factors, including the current status of our programs, on capital availability, the potential dilutive effects of any financing, the timing of our programs to explore, develop and commercialize our products, the timing and costs of obtaining regulatory approvals, our estimates regarding our capital requirements and future revenues, the timing and amount of investment tax credits, and other risks detailed from time to time in our public disclosure documents or other filings with the securities commissions or other securities regulatory bodies in Canada and the U.S as well as abroad. Additional risks and uncertainties relating to the Corporation and our business can be found in the "Risk Factors" section of our documents filed on SEDAR, and we disclaim any intention and have no obligation or responsibility, except as required by law, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

Investors are cautioned that, except as disclosed in the management information circular or filing statement to be prepared in connection with a 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 a resource company should be considered highly speculative.

No regulatory body accepts responsibility for the adequacy or accuracy of this release."

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