

PRESS RELEASE

THE STREETWEAR CORPORATION

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FOR IMMEDIATE RELEASE

BITRUSH ANNOUNCES PRIVATE PLACEMENT

July 21, 2015, Toronto, Ontario – BitRush Corp. (the “**Corporation**”) announces a private placement in conjunction with the previously announced conditional approval for the Corporation’s common shares to be traded on the Canadian Securities Exchange.

The Private Placement, for aggregate proceeds of \$500,000 (the “**Offering**”), consists of the sale of 5,000,000 units (“**Units**”) at \$0.10 per Unit.

Each Unit will consist of one common share in the capital stock of the Corporation and one full purchase warrant (“**Warrant**”). One Warrant will entitle the holder to purchase one common share at a price of \$0.15 per common share until the date which is 24 months following the date of the Offering, whereupon the Warrants will expire. The securities issued pursuant to the Offering will be subject to a four months and one day statutory hold period.

For further details, please refer to the Corporation’s news release dated June 20, 2015.

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FORWARD LOOKING INFORMATION

This press release contains forward-looking information which is not comprised of historical facts. Forward-looking information involves risks, uncertainties and other factors that could cause actual events, results, performance and opportunities to differ materially from those expressed or implied by such forward-looking information. Forward-looking information contained or referred to in this press release includes, but may not be limited to the proposed financing and the intended use of proceeds in connection therewith, the Corporation’s change of focus and plans following the completion of the Transaction.

Factors that could cause actual results to differ materially from those described in such forward-looking information include, but are not limited to, the inability to complete the financing, the inability to identify appropriate companies to acquire or to enter into joint ventures with strategic partners.

The forward-looking information in this press release reflects the current expectations, assumptions and/or beliefs of the Corporation based on information currently available to the Corporation. In connection with the forward-looking information contained in this press release, the Corporation has made assumptions about: The Corporation’s business, MezzaCap’s business, the economy and the cryptocurrency industry in general and the Corporation’s ability to complete the intended financing. Although the Corporation believes that the assumptions inherent in the forward-looking information are reasonable, forward-looking information is not a guarantee of future performance and accordingly undue reliance should not be put on such information due to the inherent uncertainty therein. Any forward-looking information speaks only as of the date on which it is made and, except as may be required by applicable securities laws, The Corporation disclaims any intent or obligation to update any forward-looking information, whether as a result of new information, future events or results or otherwise.