

# Hillcrest Engages Gold Standard Media

Vancouver, British Columbia--(Newsfile Corp. - May 31, 2024) - Hillcrest Energy Technologies (CSE: HEAT) (OTCQB: HLRTF) (FSE: 7HI) ("**Hillcrest**" or the "**Company**"), an innovative clean technology company specializing in power conversion technologies, is pleased to announce the engagement of Gold Standard Media, LLC ("**GSM**"). GSM has conducted marketing services for a broad range of companies listed on exchanges from the TSX Venture Exchange to the New York Stock Exchange since 2010.

Hillcrest has entered into an investor relations agreement with GSM dated May 31, 2024 (the "**IR Agreement**") pursuant to which GSM and its affiliates will provide Hillcrest with advertising services including (i) creating landing pages, (ii) digital marketing, (iii) email marketing, and (iv) influencer marketing (collectively, the "**Services**"). The Services will be provided on platforms managed by GSM and its affiliates. Hillcrest's engagement of GSM is for a term of twelve months commencing on June 3, 2024. Both Hillcrest and GSM have the right to terminate the IR Agreement upon providing thirty (30) days written notice to the other party.

The Services will be performed by GSM, Future Money Trends LLC ("**FMT**"), and Wealth Research Group LLC ("**WRG**", together with FMT and GSM, the "**Service Providers**"). The Service Providers have a business address located at 723 W University Avenue, Georgetown, TX 78626 and can be contacted at +1 512-843-1723 or [ceo@goldstandardir.com](mailto:ceo@goldstandardir.com). Each of the Service Providers are controlled by Kenneth Ameduri, Juliet Ameduri and Lior Gantz. The Service Providers, as well each of Kenneth Ameduri, Juliet Ameduri and Lior Gantz, are at arm's length from Hillcrest.

In consideration of the Services, Hillcrest has agreed to pay upfront payments as follows: \$250,000 to GSM, \$375,000 to FMT, and \$375,000 to WRG. These funds include fees and reimbursement for advertising expenses. The IR Agreement also allows Hillcrest to contribute additional funds, up to \$300,000, for additional advertising services. The compensation being paid by Hillcrest does not include options to purchase securities in Hillcrest.

## **About Hillcrest Energy Technologies Ltd.**

Hillcrest Energy Technologies is a clean technology company focused on providing advanced power conversion technologies and digital control systems for next-generation powertrains and grid-connected renewable energy systems. From concept to commercialization, Hillcrest is investing in the development of energy solutions that will power a more sustainable and electrified future. Hillcrest is publicly traded on the CSE under the symbol "HEAT," on the OTCQB Venture Market as "HLRTF" and on the Frankfurt Exchange as "7HI". For more information, please visit: <https://hillcrestenergy.tech/>.

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### **Cautionary Statement Regarding "Forward-Looking" Information**

Some of the statements contained in this news release are forward-looking statements and information within the meaning of applicable securities laws. Forward-looking statements and information can be identified by the use of words such as "expects," "intends," "is expected," "potential," "suggests" or variations of such words or phrases, or statements that certain actions, events or results "may," "could," "should," "would," "might" or "will" be taken, occur or be achieved. This forward-looking information is provided as of the date of this news release. The forward-looking information reflects our current expectations and assumptions and is subject to a number of known and unknown risks, uncertainties and other factors, which may cause actual results, performance or achievements to be materially different from any anticipated future results, performance or expectations expressed or implied by the forward-looking information. No assurance can be given that these assumptions will prove correct. Forward-looking statements and information are not historical facts and are subject to a number of risks and uncertainties beyond the Company's control. Investors are advised to consider the risk factors under the heading "Risks and Uncertainties" in the Company's MD&A for the year ended Dec. 31, 2023, available at <https://www.sedarplus.ca/> for a discussion of the factors that could cause the Company's actual results, performance and achievements to be materially different from any anticipated future results, performance or achievements expressed or implied by the forward-looking information. Accordingly, readers should not place undue reliance on forward-looking statements. The Company undertakes no obligation to update publicly or otherwise revise any forward-looking statements, except as may be required by law.

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