

Superstar Gaming Marketer Adam Ivers joins P2Earn Advisory Board

TORONTO, May 23, 2023 /CNW/ - P2Earn Inc (CSE: PXE) (FSE: WH4) is pleased to announce the addition of Adam Ivers, CEO of Rumble Gaming, to its Advisory Board.

Mr. Ivers brings extensive experience, connections, and marketing expertise within the media and gaming industries. Rumble Gaming, under his leadership, boasts over 700 clients ranging from influencers, gamers and esports organizations with a combined social media reach of 360 million social media followers. Rumble is a turn-key media agency with a focus on creating authentic connections between brands and the creator ecosystem.

Expressing his enthusiasm about joining P2Earn, Mr. Ivers stated, "I see a very clear path for Rumble Gaming and P2Earn to collaborate and I'm thrilled to contribute to their growth story. I look forward to working with the P2Earn team to enhance player signup rates, game onboarding and unlocking new marketing opportunities for forward-thinking brands."

P2Earn CEO, Mr. Alex Lineton, stated, "We are grateful to have Mr. Ivers on board, a recognized global leader in gaming marketing and promotion. We look forward to benefitting from Mr. Ivers' experience, knowledge, and connections in successfully marketing to both game players and builders.

About Rumble Gaming:

Rumble Gaming is a global talent agency and media company that connects multinational brands with the gaming ecosystem through partnership opportunities, influencer marketing, content creation, and distribution. Representing influential content creators and gaming organizations, Rumble Gaming executes engaging digital marketing campaigns for leading gaming organizations and multinational brands. For more information, visit

<https://rumblegaming.gg>

About P2Earn Inc:

P2Earn is a publicly traded company that offers comprehensive solutions for the rapidly evolving blockchain gaming and cryptocurrency sectors. P2Earn operates an efficient Bitcoin mining operation powered by sustainable energy sources.

The company's cutting-edge blockchain gaming platform allows players to derive tangible value from in-game achievements and activities by leveraging unique digital assets (NFTs) that can be bought, sold, and traded like physical assets. P2Earn is committed to building a sustainable blockchain gaming ecosystem while making Play-to-Earn gaming more accessible to a wider audience. For more information, visit

<https://p2earncorporate.io>

Certain statements contained in this press release constitute "forward-looking information" as such term is defined in applicable Canadian securities legislation. The words "may", "would", "could", "should", "potential", "will", "seek", "intend", "plan", "anticipate", "believe", "estimate", "expect" and similar expressions as they relate to the Company are intended to identify forward-looking information. All statements other than statements of historical fact may be forward-looking information, including but not limited to completion of the Life Offering, if it is to complete at all; and intended use of proceeds of the Life Offering. Such statements reflect the Company's current views

and intentions with respect to future events, and current information available to the Company, and are subject to certain risks, uncertainties, and assumptions. Many factors could cause the actual results, performance, or achievements that may be expressed or implied by such forward-looking information to vary from those described herein should one or more of these risks or uncertainties materialize.

Examples of such risk factors include, without limitation, credit; market (including equity, commodity, foreign exchange and interest rate); liquidity; operational (including technology and infrastructure); reputational; insurance; strategic; regulatory; legal; environmental; capital adequacy; the general business and economic conditions in the regions in which the Company operates; the ability of the Company to execute on key priorities, including the successful completion of acquisitions, business retention, and strategic plans and to attract, develop and retain key executives; difficulty integrating newly acquired businesses; the ability to implement business strategies and pursue business opportunities; disruptions in or attacks (including cyberattacks) on the Company's information technology, internet, network access or other voice or data communications systems or services; the evolution of various types of fraud or other criminal behavior to which the Company is exposed; the failure of third parties to comply with their obligations to the Company or its affiliates; the impact of new and changes to, or application of, current laws and regulations; decline of reimbursement rates; a novel business model; dependence on key suppliers; the overall difficult litigation environment; increased competition; increased funding costs and market volatility due to market illiquidity and competition for funding; the availability of funds and resources to pursue operations; critical accounting estimates and changes to accounting standards, policies, and methods used by the Company; the occurrence of natural and unnatural catastrophic events and claims resulting from such events; as well as those risk factors discussed or referred to in the Company's disclosure documents filed with the securities regulatory authorities in certain provinces of Canada and available at www.sedar.com.

Should any factor affect the Company in an unexpected manner, or should assumptions underlying the forward-looking information prove incorrect, the actual results or events may differ materially from the results or events predicted. Any such forward-looking information is expressly qualified in its entirety by this cautionary statement. Moreover, the Company does not assume responsibility for the accuracy or completeness of such forward-looking information. The forward-looking information included in this press release is made as of the date of this press release and the Company undertakes no obligation to publicly update or revise any forward-looking information, other than as required by applicable law.

The CSE has not reviewed, approved, or disapproved the content of this press release.

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