

# LOOKINGGLASSLABS

## NEWS RELEASE

### **Looking Glass Labs' CEO and Actor Aleks Paunovic to Appear on Edge of NFT Podcast on February 28, 2022**

*Mr. Banks and Mr. Paunovic to discuss the ground-breaking "GenZeroes" NFT-based live-action series*

Vancouver, British Columbia – February 27, 2022 / Cision / – Looking Glass Labs Ltd. ("LGL" or the "Company") (NEO: NFTX) (FRA: H1N), a leading Web3 platform specializing in non-fungible token ("NFT") architecture, immersive metaverse environments, play-to-earn tokenization, and virtual asset royalty streams, is pleased to announce that its CEO, Dorian Banks, is scheduled to appear on the "Edge of NFT Podcast" (the "Podcast") alongside actor Aleks Paunovic on February 28, 2022. The Podcast is the longest-running NFT-themed podcast and ranks 195<sup>th</sup> in technology podcasts on Apple in the United States. Mr. Banks and Mr. Paunovic have been invited to discuss the Company's ten-episode NFT-based live-action series entitled "GenZeroes" ("GenZeroes" or the "Series"). Starring Aleks Paunovic, GenZeroes is a first-of-its-kind, sci-fi action and adventure series that is being planned to involve multiple formats. The Series is the product of a collaboration between LGL's GenZeroes Productions Inc. ("GZP") and its flagship studio, House of Kibaa ("HoK").

The chance to discuss GenZeroes with its lead actor and give the Podcast's listeners more information about the Series is a strategic opportunity for LGL. The Company's presence on such an established platform to discuss NFTs with experts and novices alike is expected to generate increased exposure for LGL, HoK, GZP and the Series. The Podcast strives to bring listeners the latest and most important updates on NFTs, by addressing the business side and the human element of how NFTs are reshaping the modern world. The Podcast targets dreamers, creators, connectors, makers and doers who are eager to participate in the future of NFTs. With over 110 episodes broadcast to date, the Podcast is hosted by Eathan Janney, Jeff Kelley and Joshua Kriger, who are a complementary team with backgrounds in neuroscience, improv and business.

Aleks Paunovic is a Canadian actor born in Winnipeg, Manitoba. He co-starred with Oscar-winning actor Anthony Hopkins in *Zero Contact*, which was the first feature-length Hollywood film to be released as NFTs. Mr. Paunovic also appeared in the 2021 Marvel Studios series *Hawkeye*, with over 30 awards and nominations as well as several high-profile films and television credits *Snowpiercer*, *Planet of the Apes*, and *Van Helsing*.<sup>1</sup>

#### **Management Commentary**

Dorian Banks, Chief Executive Officer of LGL said, "Appearing on the Podcast is a great chance for us to let listeners know how LGL is working hard to contribute to the NFT world, and also for them to hear from Mr. Paunovic about his views on the Series and NFTs as well." Mr. Banks added, "The ten-episode GenZeroes live action show is something that our team is incredibly proud of and has already generated a strong level of interest in our Company and its subsidiary studios. It's a great feeling to know that we are

creating something so unique and innovative for both the entertainment and technology industries through our work, which ultimately is for the benefit of the NFT community that we greatly value and respect.”

## **ABOUT LOOKING GLASS LABS**

Headquartered in Vancouver, British Columbia, Looking Glass Labs (“LGL”) is a Web3 platform specializing in non-fungible token (“NFT”) architecture, immersive metaverse environments, play-to-earn tokenization and virtual asset royalty streams. Its leading brand, House of Kibaa (“HoK”), designs and curates a next generation metaverse for 3D assets, which allows functional art and collectibles to exist simultaneously across different NFT blockchain environments. HoK has successfully released digital assets to include GenZeroes, which sold out in just 37 minutes for total proceeds to LGL of CAD 6.2 million, in addition to a perpetual 5% royalty stream on secondary market sales. HoK plans to launch a hyper-realistic metaverse built on the latest version of Unreal Engine in 2022.

On behalf of **LOOKING GLASS LABS LTD.**

“Dorian Banks”

Dorian Banks, Chief Executive Officer

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### ***Forward-Looking Information***

*This news release contains “forward-looking statements.” Statements in this news release that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations, or intentions regarding the future. Such forward-looking statements include, among other things: the Company's goal to become the leading digital studio specializing in NFT architecture, immersive metaverse design and virtual asset display monetization streams; intention to build out a portfolio of perpetual NFT royalty streams through collaborations, accretive acquisitions and other arrangements, to potentially result in consistent, de-risked and passive revenue; and the near-term projects and future projects planned for the Development Division as referenced in this news release.*

*The material assumptions supporting these forward-looking statements include, among others, that: the Company could mitigate the risks associated with the blockchain and NFT industry; the ability to compete with other businesses in the NFT market; and the availability of sufficient funding to carry out the Company's business development plans.*

*Although management considers these assumptions to be reasonable based on information currently available to it, they may prove to be incorrect. These forward-looking statements are only predictions and involve known and unknown risks, uncertainties and other factors, including: the continued growth and adoption of NFT and metaverse offerings by consumers; the cost of developing and designing NFTs and metaverses is economically viable; the Company being able to attract and retain a sufficient workforce with desired skillsets to develop the Company's NFT and metaverse offerings; the availability of offerings provided by third-parties in the NFT, metaverse development and online gaming market to identify potential*

*transactions; the increasing adoption of NFTs as a solution for various online gaming, entertainment and collectible uses; the Company having the ability to mitigate the risks associated with the blockchain and NFT industry; and the ability to compete with other businesses in the NFT, metaverse development, content creation and collectibles market.*

*Although management considers these assumptions to be reasonable based on information currently available to it, they may prove to be incorrect. These forward-looking statements are only predictions and involve known and unknown risks, uncertainties and other factors, including: the risk that the Company's offerings are not accepted by the consumer, the risk that other competitors may offer similar digital offerings; the risk that there may be negative changes in general economic and business conditions; the risk that the Company may have negative operating cash flow and not enough capital to complete the development of any of its technologies; the risk that the Company may not be able to obtain additional financing as necessary; the risk that there may be increases in capital and operating costs; the risk that the NFT technology may be subject to fraud and other failures; the risk that there may be technological changes and developments in the blockchain that make the NFT solutions obsolete; risks relating to regulatory changes or actions which may impede the development or operation of the blockchain solutions; the risk that other competitors may release similar blockchain offerings; the potential future unviability of the NFT market in general; the volatile cost of the amount of computational effort required to execute specific operations on the blockchain, and other general risks involved in the blockchain solutions.*

*Risks and uncertainties about the Company's business are more fully discussed in the Company's disclosure materials, including its reports filed with the Canadian securities regulators and which can be obtained from [www.sedar.com](http://www.sedar.com).*

*Any of these risks may cause the Company's actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. Further, although the Company has attempted to identify factors that could cause actual results, levels of activity, performance or achievements to differ materially from those described in forward-looking statements, there may be other factors that cause results, levels of activity, performance or achievements not to be as anticipated, estimated or intended. These forward-looking statements are made as of the date of this news release, and the Company assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements, except as required by applicable law, including the securities laws of the United States and Canada. Although the Company believes that any beliefs, plans, expectations and intentions contained in this news release are reasonable, there can be no assurance that any such beliefs, plans, expectations or intentions will prove to be accurate. The Company does not assume any liability for disclosure relating to any other company mentioned herein.*

#### **Endnotes**

1. "Aleks Paunovic", *IMBD*, 2022, <https://www.imdb.com/name/nm0006820/>

**SOURCE: LOOKING GLASS LABS LTD.**