

# LOOKINGGLASSLABS

## NEWS RELEASE

### **Looking Glass Labs CEO Interviewed on Own the Moment Podcast on May 12, 2022**

*The Company's CEO, Dorian Banks was Interviewed by the Founders of Own the Moment, a Platform that Works to Integrate and Improve Sports, Gaming and NFTs*

**Vancouver, British Columbia – May 11, 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 Chief Executive Officer (“CEO”), Dorian Banks, has recorded an interview on the “Own the Moment” (“OTM”) podcast (the “Podcast”) for Own the Moment NFT, Inc. The episode was hosted by the founders of OTM, TJ Laessig and Justin Herzig, and is scheduled to be released on May 12, 2022. OTM is well known for its NBA Top Shot, NFL All Day and Sports NFT podcasts. It is a platform that focuses on fantasy sports, gaming and NFT collecting and aims to build the next generation of Web3 fantasy sports and analytic tools, leading with a community-centred approach.

The Podcast began airing in January 2021 and has aired 97 episodes to date. The OTM platform was built to serve a community of collectors, investors, and gamers as they navigate the emerging intersection of sports and Web3 technology. OTM offers a collector toolkit that helps NBA Top Shot and NFL All Day users with tools such as its challenge tracker, set and team completions, collector score calculator and account true value, among others. OTM has a proprietary NFT gaming community called the Owners Club, which has launched a new strategic blockchain-based fantasy sports experience. The experience combines the game theory of daily fantasy sports with the market dynamics and utility of prominent sports NFT platforms. More information about OTM can be found on its website by visiting the following URL: [www.otmnft.com](http://www.otmnft.com). OTM also offers the following community links: [Twitter](#), [Discord](#) and [YouTube](#).

The Podcast’s hosts, Mr. Laessig and Mr. Herzig, typically discuss the latest news, trends and strategies for investing in NBA Top Shot, NFL All Day, and other Sports NFTs. Mr. Laessig, Co-Founder and Chief Executive Officer of OTM, has experience in digital measurement and optimizations, digital analytics, and web-testing and optimization and currently works to improve sport NFT and gaming, and fantasy football that is NFT-based and much more.<sup>1</sup> Mr. Herzig, Co-Founder of OTW, focuses on building the leading community for sports NFTs, providing collectors with tools, analytics, and fantasy sports for their NFTs, and is part of the Global Expert Blockchain Founders Fund.<sup>2</sup>

#### **Management Commentary**

“I am grateful to have been invited by the OMT team to be interviewed on the Podcast. It was such a pleasure to be a guest and I enjoyed a rich discussion with both TJ and Justin. I hope the interview will help the NFT community gain a better understanding of LGL, its HoK subsidiary and its future direction,” said

Dorian Banks, CEO of LGL “We are excited to see what the future of the NFT and metaverse worlds hold, including competitive P2E games and other exciting developments on the near-term horizon,” added Mr. Banks.

## **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

Twitter: [@DorianBanks](https://twitter.com/DorianBanks)

### **For further information, please contact:**

Dorian Banks

Toll-Free: +1 833 LGL-NFTX (833-545-6389)

Email: [info@lgl.io](mailto:info@lgl.io)

Twitter: [@LGL\\_io](https://twitter.com/LGL_io)

### ***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 development of the Project Origin metaverse, 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 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; the availability of sufficient funding to carry out the Company’s business development plans; favourable market conditions; the ability of HoK to sell all or substantially all of its offerings; and the ability to complete the development of Overlords in a timely manner.*

*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 the consumer market; 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. "TJ Laessig", *LinkedIn*, 2022, <https://www.linkedin.com/in/tj-laessig-29636342>
2. "Justin Herzig", *LinkedIn*, 2022, <https://www.linkedin.com/in/justinherzig>

**SOURCE: LOOKING GLASS LABS LTD.**