

# LOOKINGGLASSLABS

## NEWS RELEASE

### **Looking Glass Labs CEO to Speak at Collision Conference on the Topic of NFTs in Hollywood on June 23, 2022**

*The Company is Also Hosting a Party to Celebrate the GenZeroes Live-Action Series as well as the First Anniversary of its Flagship Studio, House of Kibaa, in New York City on June 22, 2022, during the time of the NFT.NYC Conference*

Vancouver, British Columbia – June 21, 2022 / Cision / – Looking Glass Labs Ltd. (“LGL” or the “Company”) (NEO: NFTX) (OTC: LGSLF) (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, is a confirmed speaker at the Collision 2022 Conference (“Collision” or the “Conference”) on June 23 at 2:25 PM Eastern Time. Mr. Banks will be speaking on the topic of “When NFTs Meet Hollywood” with actor Bethany Brown and executive Donnie Dinch. The Conference is being held at the Enercare Centre in Toronto Ontario, from June 20-23, 2022. Also, the Company is hosting a celebratory social event (the “Party”) to commemorate the launch of the GenZeroes live-action NFT-based series (the “GenZeroes Series”) as well as the first year anniversary (the “Anniversary”) of its wholly owned studio, House of Kibaa (“HoK”). The launch of the GenZeroes Series and the Anniversary are two significant milestones for the Company.

Known for being one of the most significant technology conferences in the world featuring over 600 speakers, Collision is an opportunity for companies, leaders and individuals to discuss the latest technologies and trends. Bethany Brown is part of the cast of the Company’s live-action GenZeroes series, among other roles throughout her career. Born in Burnaby, BC, she has also starred in the series “The Astronauts” and has been involved in other television and movie productions.<sup>1</sup> Donnie Dinch is the co-founder and CEO of Bitski, a NFT and digital content company. He has over 10 years of experience in multiple fields including design, leadership, and innovation, and was featured in Forbes 30 Under 30 in 2014 in the music category for his previous company, WillCall.<sup>2</sup>

Collision is an occasion for companies and individuals to come together in Toronto to network, lead and learn. The Conference boasts many high-profile speakers including Lupita Nyong’o, an Academy Award-winning actress; Michele Romanow, Co-founder & CEO of Clearco; Ann Curry, journalist; and Carmelo Anthony, NBA All-Star and entrepreneur. The list of prominent and expert speakers further includes athletes, celebrities, CEOs, politicians, technology specialists, and many more over the course of the Conference with over 35,000 attendees. More information about Collision can be found on its website: <https://collisionconf.com>.

Separately, the Party in New York City is being held for holders of GenZeroes Series NFTs, stakeholders of the GenZeroes Series, the media, and other guests that have been formally invited. A number of GenZeroes actors are confirmed to be in attendance including, but not limited to, Aleks Paunovic, Bethany

Brown, and Tahmoh Penikett. The Party will be held at the Nebula dance club located at 135 W 41<sup>st</sup>, New York, NY 10036. Nebula boasts three levels with a cutting-edge multimedia set-up that has previously attracted other technology and Web3 companies like LGL for special events.<sup>3</sup> More information about HoK and the GenZeroes Series can be found on each of its websites, respectively: <https://houseofkibaa.com> and <https://www.genzeroes.com>.

The Party is taking place during the 4<sup>th</sup> Annual NFT.NYC industry event being held from June 20-23<sup>rd</sup>, across New York City. NFT.NYC is held for individuals, companies, brands, artists and other to collaborate and encourage further innovation in the world of NFTs. The Event will explore NFT-related art, brands, collectibles, data, fashion, films, investments, music, real estate, and so much more. Hosting the Party during the time of NFT.NYC will enable LGL to celebrate its accomplishments and build new relationships with the NFT community. More information about NFT.NYC can be found by visiting the following URL: <https://www.nft.nyc>.

### **Management Commentary**

“I am honoured to be speaking at Collision this year. It will be a wonderful opportunity to not only share LGL’s and HoK’s stories and successes, but also to learn from the other speakers and attendees. I believe that everyone at the Conference will be there to help make the future better, through collaboration and innovation,” said Dorian Banks, Chief Executive Officer of LGL. “We are also thrilled to be hosting the Party to commemorate LGL’s milestones and share our successes with the NFT community. HoK and the GenZeroes Series are important to the Company. A lot of hard work, passion, persistence and creativity has been put into both HoK and the GenZeroes Series. We are proud to be where we are and we can’t wait to celebrate this chapter while looking ahead to the future,” 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

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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 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.*

*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. “Bethany Brown: Biography”, *IMDB*, last edited 2022, [https://www.imdb.com/name/nm2718637/bio?ref\\_=nm\\_ov\\_bio\\_sm](https://www.imdb.com/name/nm2718637/bio?ref_=nm_ov_bio_sm)
2. “Donnie Dinch: Founder, WillCall”, *Forbes*, 2014, last updated 2022, <https://www.forbes.com/profile/donnie-dinch/?sh=705abfb94b2b>
3. “Nebula, a Big New Club, Wants Manhattan to Dance Again”, *The New York Times*, April 14<sup>th</sup>, 2022, <https://www.nytimes.com/2022/04/12/style/nebula-new-york-club.html>

**SOURCE: LOOKING GLASS LABS LTD.**