



NEWS RELEASE

Looking Glass Labs Announces Director Appointment

Vancouver, British Columbia – October 17, 2023 / Globe Newswire / – Looking Glass Labs Ltd. (“LGL” or the “Company”) (NEO: NFTX) (AQSE: NFTX) (OTC: LGSLF) (FRA: H1N), a leading Web3 platform specialising in non-fungible token (“NFT”) architecture, immersive metaverse environments, play-to-earn tokenisation and virtual asset royalty streams, announces that Lucas Stemshorn-Russell has resigned as a director with immediate effect. The Company wishes to thank Mr. Stemshorn-Russell for his services to the Company and wishes him well with his future endeavors.

Following the resignation of Mr. Stemshorn-Russell, the Company is pleased to announce the appointment of Armita Jalooli to the board of directors effective with immediate effect.

Ms. Jalooli is experienced in tokenomics, technical research in the cryptocurrency, blockchain and theoretical particle physics. She was the CEO and co-founder of a start-up that was acquired in less than one year of operation. She holds two master’s degrees from world-class universities, including Business Management from the Schulich School of Business and Computer Engineering from University of Toronto in Ontario. She specialises in the intersection of machine learning and finance and has received multiple top scholarships throughout her education. She advises start-ups with their strategies and business proposals.

Ms. Jalooli currently does not own any Common Shares of the Company.

Except as set out above, there is no further information regarding Armita Jalooli that is required to be disclosed pursuant to Rule 4.9 of the AQSE Growth Market Access Rulebook.

This announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 (“MAR”), and is disclosed in accordance with the Company's obligations under Article 17 of MAR.

The Directors of LGL take responsibility for this announcement.

ABOUT LOOKING GLASS LABS

Headquartered in Vancouver, British Columbia, the Company specialises in consumer engagement applications to leverage immersive metaverse environments, gamification and Web 3.0 / blockchain monetisation strategies.

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

“Dorian Banks”

Dorian Banks, Chief Executive Officer

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Forward-Looking Information

This press release contains statements that constitute "forward-looking information" within the meaning of Canadian securities laws ("forward-looking statements"), which are based upon our current expectations, estimates, projections, assumptions, and beliefs. All information that is not clearly historical in nature may constitute forward-looking statements. Forward-looking statements are typically identified by the use of terms such phrases such as "anticipate", "believe", "could", "estimate", "expect", "intend", "may", "plan", "predict", "project", "will", "would" and "should", and similar terms and phrases, including references to assumptions.

Forward-looking statements, by their nature, are based on assumptions and are subject to known and unknown risks and uncertainties, both general and specific, that contribute to the possibility that the forward-looking statement will not occur. The forward-looking statements in this press release speak only as of the date hereof and reflect several material factors, expectations, and assumptions. Undue reliance should not be placed on any predictions or forward-looking statements as these may be affected by, among other things, changing external events and general uncertainties of the business. A discussion of the material risks applicable to us can be found in our current Management Discussion and Analysis and Annual Information Form, each of which have been or will be filed on SEDAR+ and can be accessed at www.sedarplus.ca. Except as required by applicable securities laws, forward-looking statements speak only as of the date on which they are made and we disclaim any intention and assume no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise. 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.

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.sedarplus.com.

SOURCE: LOOKING GLASS LABS LTD.