



DCS Wins IoT Project of the Year Award for Best IoT Innovation for Asset Protection

San Diego, CA – October 21, 2024 – Direct Communication Solutions, Inc. (OTCQX: DCSX) (CSE: DCSI) (FSE: 7QU) a leading provider of information technology solutions for the Internet of Things (IoT) market, is excited to announce it has won the IoT Project of the Year Award for Best IoT Innovation for Asset Protection for a catalytic converter protection and theft prevention solution with our strategic partner Catrak Technologies, Inc. This unique solution is a collaboration between DCS and Catrak which shows the creativity our partners can expect when they work with DCS on their IoT solutions. The solution was selected from 100 submissions, from 45 countries.

The solution provides critical insight into potential theft of a catalytic converter, by integrating cellular connectivity, GPS tracking, real-time alerts and a powerful 140dB siren to deter theft attempts. Theft of catalytic converters have increased 1,788% between 2019 and 2023, based on the rising cost of the precious metals used in manufacturing catalytic converters. Platinum, Palladium and Rhodium are critical components in vehicle exhaust systems, making catalytic converters both valuable and easy to steal.

The financial toll on victims of catalytic converter theft is significant. With an average replacement cost of \$2,500 per catalytic converter, the thefts in 2022 alone cost victims over \$382 million nationwide. This does not consider the economic losses associated with vehicles being out of service waiting on installation of a replacement catalytic converter.

“Winning this award is an honor. Being acknowledged for this solution from 100 submissions from 45 countries, is amazing considering the creative solutions that were submitted,” said Andrew Nelson, VP of SaaS Sales, DCS. “Collaborating with partners like Catrak from concept to commercialization, allow us to deliver IoT solutions to the market that solve real-world problems. I look forward to the next solution we work on with the Catrak team. I am humbled and honored to be associated with such a talented group of professionals”.

“When we embarked on our vision of solving the problem of catalytic converter protection and theft prevention, we interviewed several companies and DCS was the only logical choice” said Mark Richardi, CEO of Catrak, “Others claimed they could meet our requirements, but when it came down to making a decision, DCS had the knowledge and experience we needed to commercialize our solution on time. Winning this prestigious award validates our solution and our partnership with DCS”.

About DCS

DCS is a technology solutions integrator focusing on connecting the Internet of Things. We provide real solutions that solve real problems. Our software applications and scalable cloud services collect and assess business-critical data from all types of assets. DCS is headquartered in San Diego, California and is publicly traded on the OTCQX (“DCSX”), Canadian Securities Exchange (“DCSI”) and Frankfurt Stock Exchange (“7QU”). For more information, visit www.dcsbusiness.com. DCS and the DCS logo are among the trademarks of DCS in the United States. Any other trademarks or trade names mentioned are the property of their respective owners.

About Catrak

Established in 2021, Catrak Technologies, Inc. designed and patented a Smart, IoT theft prevention solution to combat the global pandemic of catalytic converter theft. The Catrak device sends real time “theft in progress” alerts to law enforcement and ownership and is also capable of automated, instant police dispatch. Specializing in security and theft prevention technologies, Catrak also provides custom, white labeled GPS and accessory solutions across multiple verticals. Catrak is privately owned and headquartered in San Diego, California.

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Forward-Looking Statements

This release contains forward-looking statements, which reflect management’s current views of future events and operations. These statements are based on current expectations and assumptions that are subject to risks and uncertainties that could cause actual results to differ materially. We believe that these potential risks and uncertainties include, without limitation: the ongoing COVID-19 pandemic, the Company’s dependence on third-party manufacturers, suppliers, technologies and infrastructure; risks related to intellectual property; industry risks including competition, online security, government regulation and global economic conditions; and the Company’s financial position and need for additional funding. Statements in this release should be evaluated in light of these factors. These risk factors and other important factors that could affect our business and financial results are discussed in our Management’s Discussion and Analysis, periodic reports and other public filings which are available on SEDAR at www.sedarplus.com and posted with the OTC Disclosure and News Service. DCS undertakes no duty to update or revise any forward-looking statements.

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