



DCS ANNOUNCES ISSUANCE OF BONUS WARRANTS PURSUANT TO LOAN AGREEMENTS

San Diego, California – January 10, 2025 – Direct Communication Solutions, Inc. (“DCS”) (OTCQX: DCSX) (CSE: DCSI) (FSE: 7QU) announces that pursuant to its previous press release of November 27, 2024, it has entered into loan agreements (the “Loan Agreements”) with lenders (the “Lenders”) borrowing a total of USD\$350,000 (the “Loans”). The \$300,000 of the Loans will bear interest of 15% per annum and \$50,000 is at 19%. The maturity date of the Loans will be the date that is 24 months following the date that the Lenders provided the Loans to the Company.

In connection with the Loan Agreements, the Company has issued an aggregate of 65,000 share purchase warrants (the “Loan Bonus Warrants”) to the Lenders. Each Loan Bonus Warrant entitles the holder to purchase one common share of the Company at an exercise price of **CDN\$2.95 (US\$2.10)** for a period of 24 months from the issue date.

In connection with loan agreements, Research Capital Corporation will be paid a finders fee of \$3,000 cash.

About Direct Communication Solutions, Inc.

DCSI 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. DCSI 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. DCSI and the DCSI logo are among the trademarks of DCSI in the United States. Any other trademarks or trade names mentioned are the property of their respective owners.

Contacts:

Bill Espley, Director

bespley@dcsbusiness.com

604-630-3072

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.sedar.com and posted with the OTC Disclosure and News Service. DCS undertakes no duty to update or revise any forward-looking statements.

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.