



**VSBLTY JOINS NEWS AMERICA MARKETING
TO DISPLAY STATE-OF-THE-ART DIGITAL SIGNAGE
AT SHOPTALK, THE NATION'S LEADING RETAIL SHOW**

PHILADELPHIA, PA., MARCH 5/ – VSBLTY Groupe Technologies Corp. (the “Company” or “VSBLTY”) (CSE: VSBY), a leading retail software and technology company that provides audience measurement using the power of machine learning through computer vision, will join with News America Marketing to demonstrate a variety of state-of-the-art digital signage at Shoptalk in Las Vegas March 3-6. New York-based News America Marketing (NAM), is currently offering consumers, brand marketers and retailers comprehensive in-store marketing media options in more than 55,000 retail stores. For more than two decades, NAM has provided retailers and brands with insights and activation across the entire shopping journey.

Fred Potok, Co-Founder, EVP, Chief Sales Officer, VSBLTY, said, “We are excited to partner with News America Marketing at Shoptalk and to help present these new digital media and in-store communication platforms to their networks in the U.S. and Canada.”

The VSBLTY-News America Marketing booth will present a 55-inch free standing kiosk, as well as a digital shelf banner, header, shelf strip and shelf talker. This technology represents a transformative combination of rich interactive content and real-time data collection not available anywhere in a single turnkey solution.

In addition, Potok explained that this advanced technology allows retailers to deliver content specifically designed for individual viewing based on age, gender, location and day-parts while at the same time capturing valuable point-of-purchase data on consumer traffic, engagement, dwell time and interaction.

Jay Hutton, Co-Founder, CEO, VSBLTY added, “Beyond simply signage, our technology – which uses artificial intelligence combined with machine learning – enables consumers to interact with the display, manipulate content, and engage in a rich, immersive shopper experience through intuitive touch.”

“We are excited to have VSBLTY join our booth at Shoptalk to showcase their innovative next-generation in-store media solutions. This is a great example of the collaborative ecosystem of industry players News America is cultivating and bringing to the marketplace in order to deliver the



best connected, meaningful and loyalty-inducing experiences to shoppers,” added Peter Moustakerski, SVP Corporate Strategy & Development at News America Marketing.

Some 8,000 executives, representing hundreds of retailers and brands from the U.S. and abroad, attend Shoptalk every year to broaden their knowledge of the newest retail technologies, trends and business models.

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About VSBLTY (www.vsblty.net)

Headquartered in Philadelphia, VSBLTY (CSE: VSBY) is the world leader in Proactive Digital Display™, which transforms retail and public spaces as well as place-based media networks with SaaS-based audience measurement and security software that uses artificial intelligence and machine learning.

About News America Marketing

News America Marketing (NAM) is the premier marketing partner of some of the world’s most well-known brands, and its broad network of shopper media, incentive platforms and custom merchandising services influences the purchasing decisions of online and offline shoppers across the U.S. and Canada. News America Marketing’s solutions are available via multiple distribution channels, including publications, in stores and online, primarily under the SmartSource brand name and through the Checkout 51 mobile application. News America Marketing, headquartered in New York, is a subsidiary of News Corp (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV) and can be visited online at newsamerica.com.



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