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VSBLTY TO LAUNCH CORPORATE AWARENESS CAMPAIGN

Company Intends to Increase Corporate & Product Awareness

PHILADELPHIA, PA., July 26, 2023 (GLOBE NEWSWIRE) — VSBLTY Groupe Technologies Corp. (OTCQB: VSBGF) (CSE: VSBY) (Frankfurt: 5VS) (“VSBLTY” or the “Company”), a leading software provider of AI-driven security and retail analytics technology, is pleased to announce the engagement of Think Ink Marketing Data & Email Services, Inc. (“Think Ink”).

Think Ink will provide public relations services to increase public awareness of the Company and its products.

Think Ink is a California-based marketing firm established in 1991 that provides its customers with a complete range of marketing services that span both digital and print media. Its digital services range from data appending, email marketing, pay-per-click online banners and native ads. Think Ink helps its clients reach a large network of potential investors and customers. The Company has entered into an agreement worth up to US\$500,000 with Think Ink for a term of up to six months, which is extendable or cancellable upon thirty-days’ notice.

The Company will not issue any securities to Think Ink as compensation for its marketing services. As of the date hereof, to the Company's knowledge, Think Ink (including its directors and officers) does not own any securities of the Company and has an arm's length relationship with the Company.

VSBLTY anticipates commencement of marketing activities around August 1, 2023, for an expected term of six months. The term of the marketing services can be extended or shortened at the discretion of management, depending on, amongst other things, the efficiency of the marketing services.

Think Ink shall, as appropriate, create campaigns, ad groups, text ads, display ads, and perform detailed keyword research. They will set up and manage marketing campaigns, optimize keywords, coordinate online advertisers and marketers, create landing pages for ad campaigns and generally bring attention to the business of the Company.

The contact information for Think Ink is Think Ink Marketing Data & Email Services LLC, 3308 W. Warner Ave., Santa Ana, California 92704; Phone: 888-808-2161; Email: info@thinkinkmarketing.com.



V S B L T Y

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About VSBLTY (<http://vsblty.net/>)

Headquartered in Philadelphia, VSBLTY (OTCQB: VSBGF) (CSE: VSBY) (Frankfurt: 5VS) (OTC: VSBGF) ("VSBLTY") is the world leader in Artificial Intelligence and real time interpretation of what a CCTV camera sees. By utilizing facial detection, age, genders and other matrixes, VSBLTY's proprietary technology can effectively enhance retail brand engagement through customized ads on in-store digital displays at point of sale in real time tailored to the customer's age or gender. This technology has proven to increase brand sales by 25-35%. The firm is also recognized for its leadership role in the growing "Store as a Medium" movement that enables brands to reach customers when and where buying decisions are being made while producing a new revenue stream for retailers.

Using its proprietary AI software, VSBLTY has also developed a range of security products that include facial recognition and weapon recognition utilizing modern surveillance cameras as well as legacy CCTV cameras. VSBLTY has the capability to create a proactive security system rather than a reactive security system that assures the early warning of threats that can save lives.

FORWARD-LOOKING INFORMATION STATEMENT

This release may contain forward-looking statements. Forward-looking statements are statements that are not historical facts and are generally, but not always, identified by the words "expects", "plans", "anticipates", "believes", "intends", "estimates", "projects", "potential" and similar expressions, or that events or conditions "will", "would", "may", "could" or "should" occur. Forward-looking statements may include, without limitation, statements relating to the Company's marketing agreement with Think Ink. The forward-looking statements contained in this press release are expressly qualified in their entirety by this cautionary statement. All forward-looking statements in this press release are made as of the date of this press release. The forward-looking statements contained herein are also subject generally to assumptions and risks and uncertainties that are described from time to time in the Company's



public securities filings with the Canadian securities commissions. Although the Company believes the expectations expressed in such forward-looking statements are based on reasonable assumptions, such statements are not guarantees of future performance and actual results may differ materially from those in forward looking statements. The Company expressly disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise.

The Canadian Securities Exchange does not accept responsibility for the adequacy or accuracy of this release. The Canadian Securities Exchange has neither approved nor disapproved the contents of this press release.