

VSBLTY'S ADVANCED DIGITAL COOLER SCREEN TECHNOLOGY TO DEPLOY AT MAJOR SPORTS & ENTERTAINMENT ARENA FOR NBA SEASON

PHILADELPHIA, PA., October 24, 2023 (PR NEWSWIRE) - VSBLTY Groupe Technologies Corp. (OTCQB: VSBGF) (CSE: VSBY) (Frankfurt 5VS) ("VSBLTY"), a leading software provider of AI-driven security and retail analytics technology, will deploy its advanced digital cooler screen technology in a major western sports and entertainment arena for the NBA season.

"We couldn't be more pleased to have some of the world's most admired beverage brands continue to embrace this technology because of its demonstrated performance" stated VSBLTY Co-founder & CEO Jay Hutton. "Soft drink bottlers and retailers have seen a demonstrated 100% lift in cases sold with VSBLTY digital cooler screens," said Hutton. "This is a very exciting time for VSBLTY as we deploy more digital cooler activations and gain recognition for providing the best turnkey program for brands to take advantage of this highly effective POS advertising vehicle."

VSBLTY applies proprietary digital panels to the inside of any size cooler door which either retrofits existing cooler panels or can be added to any new cooler boxes. Features include computer vision driven high impact graphics, that get the attention of the shopper, and real-time shopper analytics that provide critical information for brands and retailers. This data is completely anonymized but gives validation to how long viewers are watching the screen messages along with a complete set of key demographic metrics. The unique and patented feature of these screens are their ability to show brand messages in opaque, translucent and most importantly, transparent screen mode (so you can still see what is inside the cooler). A model that brands and retailers prefer over other controversial applications that are being removed from major retailers.

Brands are now taking advantage of the opportunity to deploy these digital coolers as part of an all-inclusive, monthly, service as a fee model.

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 recognition, age, genders, and other matrixes, VSBLTY's proprietary technology can effectively enhance retail brand awareness through customized ads on aisle displays or point of sale in real time tailored to the current customer's demographic. This technology has proven to increase brand sales. 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 media-oriented revenue stream for retailers.

VSBLTY, using its proprietary AI software, has also developed a range of security products that include not only facial recognition but weapon recognition as well, utilizing various modern security

cameras as well as legacy CCTV cameras. VSBLTY has the capability to create a proactive security system rather than a reactive security system, providing the early warning of threats that can save lives.

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