



AlphaGen Announces the Development of an AI-Powered Virtual eCommerce and CSR Solution in Collaboration with DataStars AI

VANCOUVER, British Columbia, January 17, 2024 - AlphaGen Intelligence Corp. (CSE: AIC | OTC: APETF | FSE: W4V) (“AlphaGen” or the “Company”), a leader in AI technology for 3D content, gaming, entertainment and retail, is thrilled to announce the commencement of the development of an innovative AI hologram and CSR ecommerce solution. This initiative, developed in partnership with DataStars AI (“DataStars”), seeks to redefine the landscape of virtual customer interaction and brand representation.

Harnessing the synergy of DataStars AI capability and our 3D media production, this collaboration aims to develop cutting-edge AI sales assistance and intelligent hologram beings powered by sophisticated real-time language processing capabilities, which, if successful, the Company believes can enable the creation of virtual sales personnel, brand ambassadors, and interactive game characters. Our designs will be intended for compatibility with a variety of platforms including Apple Vision Pro.

“This partnership with AlphaGen is the first step towards the development of AI technology that has the potential to power future consumer and business experiences. We are thrilled with the opportunity to bring custom knowledge base technology and intelligent agents to leading brands alongside AlphaGen,” said Data Stars AI’s Director Daniel Cooper.

The intersection of 3D media and AI seeks to bridge gaming, entertainment, and media genres together to create first of its kind experiences and high-end customer service interactions AlphaGen’s AI hologram collaboration was born in its AI Center of Excellence for 3D products which combines AlphaGen’s advanced creative 3D studio capabilities with LLM-based AI platforms.

“We’re excited to dive into the development of this technology and add to our growing list of 3D content and offerings to our retail customer base and enhance their customers user experience” says Jonathan Anastas, Chairman of AlphaGen. “We believe that the first release from our partnership with DataStars AI has the potential to redefine how businesses engage with consumers in an increasingly digital world. The AlphaGen-DataStars AI partnership is an exciting new development for the Company’s as well as the world of AI and its deployment of intelligent, revenue-generating digital experiences. We seek to set new benchmarks and pave the way for future innovations in this environment.”

About AlphaGen Intelligence Corp.

AlphaGen Intelligence Corp. (CSE: AIC) (OTC: APETF) (FSE: W4V) is a publicly traded company, holding a portfolio of assets in gaming, entertainment, eCommerce, and retail. Operational units include: Shape Immersive, a full service metaverse studio building the future of web3 gaming and virtual retail experiences for Fortune 500 companies and beyond through 3D, spatial computing and game production; MANA, a SaaS solution and innovation lab that empowers partner companies to level up their community engagement by launching their own gaming platforms; AlphaGen clients and partners include RTFKT, Olympics, Red Bull, Intel, TED and more. Learn more at: <https://alphagen.co>



About DataStars AI

DataStars AI is a technology company focused on developing intelligent AI agents that enhance business profitability through innovation. These AI agents combine artificial intelligence with practical business applications, with SaaS support for technology, entertainment, retail and real estate companies.

For more information, visit datastars.ai website.

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On Behalf of The Board of Directors

Jonathan Anastas

Chairman of the Board

Cautionary Note Regarding Forward-Looking Statements

Certain statements contained in this press release constitute forward-looking information. These statements relate to future events or future performance. The use of any of the words “could”, “intend”, “expect”, “believe”, “will”, “projected”, “estimated” and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking information and are based on Alpha’s current beliefs or assumptions as to the outcome and timing of such future events. In particular, this press release contains forward-looking information relating to, among other things, the planned technology, including its expected functionality and benefits and the Company’s and Data Stars’ ability to develop the technology; the purpose and intent of the Company’s partnership with Data Stars; the impact that the planned technology may have, including its ability to redefine the landscape of virtual customer interaction and brand representation and enable the creation of and power virtual sales personnel, brand ambassadors and interactive game characters; the expectation that the intersection of 3D media and AI will allow gaming, entertainment and media companies to create groundbreaking experiences and provide incredible service wherever their customers are; and the potential for the technology, if developed, to be offered to brands and retail customers.

Various assumptions or factors are typically applied in drawing conclusions or making the forecasts or projections set out in forward-looking information, including, in respect of the forward-looking information included in this press release, the assumption that: that the collaboration between Alpha and Data Stars will proceed as intended and be successful in developing the technology; that the planned technology will have the expected functionality and provide the anticipated benefits, including that it will enable the creation of and power virtual sales personnel, brand ambassadors and interactive game characters; that current trends in the 3D media and AI industries will continue and that currently envisioned technologies will develop as anticipated; and that the Company and Data Stars will be successful in providing the planned technology to brands and retail customers.

Although forward-looking information is based on the reasonable assumptions of the Company’s management, there can be no assurance that any forward-looking information will prove to be accurate. Forward-looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information. Such factors include that the growth and development of the 3D media and AI industries may not proceed as expected, as a result of industry specific trends and events, global economic trends and events or otherwise; risks relating to collaborations, including that the collaboration between Alpha and Data Stars



will not result in the development of the planned technology; that the planned technology may not be developed or, if developed, may not perform as intended or have the intended functionalities or yield the intended benefits; that the technology, if developed, may not be suitable for commercialization or that the Company and Data Stars may otherwise fail to provide the planned technology to brands and retail customers; and the other risks set forth in Alpha's other continuous disclosure documents, filed on Alpha's profile on SEDAR+ at www.sedarplus.ca. The forward-looking information contained in this release is made as of the date hereof, and Alpha is not obligated to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable securities laws. Because of the risks, uncertainties and assumptions contained herein, investors should not place undue reliance on forward-looking information. The foregoing statements expressly qualify any forward-looking information contained herein.

The Canadian Securities Exchange has not reviewed, approved, or disapproved the contents of this press release.

