

Traction Uranium Announces Advertising Campaign

April 21, 2023

Calgary, AB – Traction Uranium Corp. (CSE: TRAC) (OTCQB: TRCTF) (FRA: Z1K) (the “Company” or “Traction”), a mineral exploration company focusing on the development of discovery prospects in Canada including its uranium projects in the world-renowned Athabasca Region, announces it has engaged Future Money Trends, LLC (“FMT”) to provide financial publishing and digital marketing services to the Company (the “Advertising Services”). The aim of the Advertising Services is to support capital markets communications with both traditional and online initiatives targeting the investment community and the investing public in order to raise investor awareness of the Company.

FMT, an arm’s-length service provider to the Company, is a limited liability company existing under the laws of the State of Texas with an office at 1102 S. Austin Avenue, #110-283, Georgetown, Texas, USA. Neither FMT nor its principals hold any securities of the Company.

The agreement with FMT calls for the Advertising Services to commence on April 24, 2023, for a period of three months. In exchange for the Advertising Services, the Company has paid an advertising marketing fee of US\$ 350,000.

Additionally, the Company announces an agreement Lion Capital Investment Limited (“**Lion Capital**”) (Address: 2nd Floor, 90 North Church St. George Town, Grand Cayman KY1-1102, Cayman Islands) (Phone: 604 999 6566) for marketing services of up to 3 months, commencing April 24, 2023.

Lion Capital will utilize their online programs to generate a greater following, increase investor awareness and attract potential new investors through various online platforms and methods of engagement in consideration of USD \$150,000. The activities will occur by email, online publications, Facebook, and Google. Other than a previous engagement Lion Capital does not have a prior relationship with the Company.

The Company has also engaged MIC Market Information & Content Publishing GmbH (“**MIC**”) to provide online marketing services for a term of up to three months, commencing April 21, 2023.

MIC will utilize their online programs with the aim of broadening the Company’s reach within the investment community, increasing investor awareness of the Company and attracting potential new investors through various online platforms and methods of engagement in consideration of EUR 150,000. The marketing services include project management and consulting for an online marketing campaign, coordinating marketing actions, maintaining and optimizing AdWords campaigns, adapting AdWords bidding strategies, optimizing AdWords ads, and creating and optimizing landing pages. The promotional activity will occur by email, Facebook, and Google.

MIC, an arm’s-length service provider to the Company, and has provided online prior marketing services to Traction.

About Traction Uranium Corp.

Traction Uranium Corp. is in the business of mineral exploration and the development of discovery prospects in Canada, including its uranium projects in the world renowned Athabasca Region. The Company invites you to find out more about its exploration-stage activities across Canada’s Western region at www.tractionuranium.com.

On Behalf of The Board of Directors

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Forward-Looking Statements

This news release contains certain forward-looking statements within the meaning of applicable securities laws. All statements that are not historical facts, including without limitation, statements regarding future estimates, plans, programs, forecasts, projections, objectives, assumptions, expectations or beliefs of future performance, including statements regarding the effect of the advertising campaign and the receipts of regulatory and shareholder approval of the RSUs are “forward-looking statements”. These forward-looking statements reflect the expectations or beliefs of management of the Company based on information currently available to it. Forward-looking statements are subject to a number of risks and uncertainties, which may cause actual outcomes to differ materially from those discussed in the forward-looking statements. These risks and uncertainties include but are not limited to those identified and reported in the Company’s public filings under the Company’s SEDAR profile at www.sedar.com. Although the Company has attempted to identify important factors that could cause actual actions, events, or results to differ materially from those described in forward-looking information, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. There can be no assurance that such information will prove to be accurate as actual results and future events could differ materially from those anticipated in such statements. The Company disclaims any intention or obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise unless required by law.

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