

Reflex Announces Additional Marketing Programs and Grant of RSUs

February 17, 2023 Vancouver, BC – Reflex Advanced Materials Corp. (CSE:RFLX) (OTC: RFLXF) (FWB: HF2) (“**Reflex**” or the “**Company**”), announces that further to the company’s press release dated January 26, 2023, it has increased the current marketing services budget with MIC Market Information & Content Publishing GmbH (“**MIC**”) (Address: Gerhart-Hauptmann-St. 49b 51379 Leverkusen; email: contact@micpublishing.de; phone: +49 2171-7766628) by EUR 250,000.

MIC will utilize their online programs with the aim of increasing investor awareness and interest in the company as well as attracting potential new investors through various online platforms and methods of engagement until March 30, 2023 or until budget exhaustion. 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 does not have any prior relationship with the Company, other than previous marketing engagements.

The Company also announces that an aggregate of 175,000 restricted share units (the “**RSUs**”) have been awarded to a consultants of the Company’s restricted share unit plan (the “**Plan**”). The RSUs shall vest immediately following approval of the Plan and the grant of such RSUs in accordance with the policies of the Canadian Securities Exchange (“**CSE**”). Each vested RSU entitles the holder to receive one common share of the Company.

About Reflex Advanced Materials Corp.

Reflex Advanced Materials Corp. is a mineral exploration company based in British Columbia. Its objective is to locate and, if warranted, develop economic mineral properties in the strategic metals and advanced materials space. It is focused on improving domestic specialty mineral infrastructure efficiencies to meet surging national demand by North American manufacturers. The Company is working to advance its Ruby Graphite Project, located in Beaverhead County, Montana, and ZigZag Lake Lithium Property, located in Thunder Bay Mining Division, Crescent Lake Area, Ontario.

ON BEHALF OF THE BOARD OF DIRECTORS,

Paul Gorman

CEO & Director

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Forward Looking Statements

This news release contains certain forward-looking statements within the meaning of applicable securities laws, including with respect to the timeline for the Company's marketing programs. 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 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, including that the timeline (and the associated cost) of the Company's marketing programs may vary based on the requirements and effectiveness of the Company's marketing programs, and those detailed from time to time in filings made by the Company with securities regulatory authorities, which may cause actual outcomes to differ materially from those discussed in the forward-looking statements. These factors should be considered carefully, and readers are cautioned not to place undue reliance on such forward-looking statements. The forward-looking statements and information contained in this news release are made as of the date hereof and the Company undertakes no obligation to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws.

The CSE has neither approved nor disapproved the information contained herein.