



## Vortex Energy Announces Extension of Marketing Program

October 20, 2023

**Vancouver, British Columbia** — Vortex Energy Corp. (CSE: VRTX | OTC: VTECF | FRA: AA3) ("**Vortex**" or the "**Company**") is pleased to announce, further to its news releases on April 28, 2023, June 23, 2023, July 21, 2023, and September 1<sup>st</sup>, 2023, that it has further extended its engagement of Financial Star News Inc. ("**FSN**") (address: 701 West Georgia Street, Suite 1500, Vancouver, British Columbia V7Y 1C6; email: info@thefinancialstar.com) for marketing services for up to an additional 45 days commencing on October 23<sup>rd</sup>, 2023, provided that the term of the marketing services may be extended or shortened at the discretion of management depending on, amongst other things, the efficiency of the marketing services.

As previously disclosed, FSN has and shall continue to, as appropriate, create campaigns, ad groups, text ads, display ads, perform detailed keyword research, setup and manage remarketing campaigns, optimize keyword options, coordinate online advertisers and marketers corresponding to online marketing targets, create landing pages for ad campaigns and generally bring attention to the business of the Company. The promotional activity undertaken by FSN will occur on theFinancialStar.com and by email, Facebook and Google.

The Company will pay a fee of USD \$300,000 (plus GST) for the extension. The Company will not issue any securities to FSN as compensation for its marketing services. As of the date hereof, to the Company's knowledge, FSN (including its directors and officers) does not own any securities of the Company and has an arm's length relationship with the Company.

The Company has also engaged GRIT Capital Corp ("**GRIT**") (address: 145 King Street West, Suite 2200, Toronto, Ontario, M5H 4G2; email: info@gritcap.io) for marketing services for an anticipated period of 3 months commencing on October 30<sup>th</sup>, 2023, provided that the term of the marketing services may be extended or shortened at the discretion of management depending on, amongst other things, the efficiency of the marketing services.

GRIT has over 460,000 followers on its social media platforms and a substantial subscriber base exceeding 270,000 for both its free and premium GRIT newsletters. GRIT provides a detailed analysis of the stock market to its Gen Z and Millennial audiences, allowing Grit to showcase Vortex's value to new age demographics.

GRIT will, as appropriate, create advertising campaigns, including in GRIT's flagship newsletter, a premium landing page for advertising campaigns and CEO presentations on Twitter spaces, and generally bring attention to the business of the Company and provide the Company with exposure to potential investors. The promotional activity undertaken by GRIT will occur in its newsletter at gritcap.io and on its partners' Instagram and Twitter accounts.

The Company will pay a fee of USD \$45,000 (plus HST) for the services. The Company will not issue any securities to GRIT as compensation for its marketing services. As of the date hereof, to the Company's knowledge, GRIT (including its directors and officers) does not own any securities of the Company and has an arm's length relationship with the Company.

## **About Vortex Energy Corp.**

Vortex Energy Corp. is an exploration stage company engaged principally in the acquisition, exploration, and development of mineral properties in North America. The company is currently advancing its Robinson River Salt Project comprised of a total of 942 claims covering 23,500 hectares located approximately 35 linear kms south of the town of Stephenville in the Province of Newfoundland & Labrador. The Robinson River Salt Project is prospective for both salt and hydrogen salt cavern storage. The company is actively evaluating technologies to efficiently store hydrogen or energy in salt caverns. Vortex Energy Corp. also holds the Fire Eye Project, which is located in the Wollaston Domain of northern Saskatchewan, Canada.

## **On Behalf of the Board of Directors**

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## **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 the Company'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 expected term of the marketing activities contracted for by the Company.*

*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, assumptions regarding the efficacy of the Company's marketing program and that the Canadian Securities Exchange will not object to the Company's promotional program or use its discretion to halt the Company's promotional activities.*

*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, among other things, the risk that the Company's marketing program may not be as effective as anticipated by the Company, that the budget for the Company's marketing program may not be sufficient to permit the marketing activities to continue for the anticipated term and that the Canadian Securities Exchange may object to the Company's promotional program and use its discretion to halt the Company's promotional activities or impose other penalties on the Company. The forward-looking information contained in this release is made as of the date hereof, and the Company 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 (CSE) has not reviewed, approved, or disapproved the contents of this press release.*