



PRESS RELEASE

For Immediate Release

Date: February 17, 2021

REX Opportunity Corp. Announces Rebrand and Launch of New Website *The Future of REX*

Toronto, Ontario – February 17, 2021 – REX Opportunity Corp. (“REX”, the “Corporation” or “we”), the content creator aggregator taking creators’ public, is pleased to announce a comprehensive rebrand which includes a new visual identity, mission statement and launch of an updated website (www.rexopportunity.com). This rebrand aligns REX’s brand assets with its unique value proposition.

REX believes in creators. Our model is inspired by them. The equity is proof. With REX, creators and investors have the opportunity to share in the growth of the content industry. We acquire interests in creators’ channels, rolling them into a public company that they receive a stake in. Investors gain the opportunity to invest directly in creators.

We are innovators and architects in this space, but we learned by watching them. Creators have been the ones pushing the industry forward, innovating before platforms gave them the tools, finding new ways to get paid. We saw that work, the dedication, and wanted to add value. Our investor-backed creator collective amplifies those individual efforts.

The REX rebrand was led by Dani Roche, founder, owner and director of Kastor & Pollux, a Toronto-based full service marketing and design agency. The talented rebranding team included brand strategist Lyndsey Westfall, copywriter Nichole Jankowski, and web designer Alan Li.

“REX is a brand that exists to empower and elevate creators, and being able to work with the team to bring this project to life was very exciting,” said Dani Roche (Forbes 30 Under 30 2019 - Marketing & Advertising), a multi-disciplinary designer and creative director. “I can’t wait to see how REX changes the game.”

“REX is very pleased to align visual design and message with our strategic plan and unique direction,” said Jim Boyle, CEO of REX. “This rebranding is more than just a visual redesign, it aligns REX business values and goals and our creative spirit and ambition.”

Our ethos: Evolve. Trailblaze. Amplify.

About the Rebranding Team

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About REX

REX is a content creator aggregator. We acquire interests in creators' broadcast and streaming channels, rolling them into a public company. We offer the opportunity to invest directly in creators. With REX, creators and investors have the opportunity to share in the growth of the content industry.

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No securities regulatory authority, stock exchange or regulatory services provider has reviewed or accepts responsibility for the content of this release.

Forward-looking Statements

This press release contains "forward-looking statements". Forward-looking statements can be identified by words such as: "anticipate," "intend," "plan," "goal," "seek," "believe," "project," "estimate," "expect," "strategy," "future," "likely," "may," "should," "will" and similar references to future periods. Examples of forward-looking statements include, among others, statements we make regarding use of proceeds and new business strategies.

Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important risk factors that could affect forward-looking statements include, among others, the following: REX is a long time inactive issuer with limited resources attempting to pivot to an internally generating business strategy, the adequacy of proceeds of any financing, the ability of the Corporation to obtain financing, the regulatory environment, the economy and capital markets generally and in particular, present and future business strategies, the ability of management to develop and implement a business strategy, the importance of key directors, employees, advisors and consultants, and potential for competition.

Any forward-looking statement made by REX in this press release is based only on information currently available to the Corporation and speaks only as of the date on which it is made. Except as required by applicable securities laws, we undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.

This news release does not constitute an offer to sell or a solicitation of an offer to buy any of the securities in the United States. The securities of the Corporation will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act, and may not be offered or sold within the United States or to, or for the account or benefit of U.S. persons except in certain transactions exempt from the registration requirements of the U.S. Securities Act).