



Apex Gaming Network (AGN) launches NFT to accelerate adoption of digital wallets and knowledge of NFTs to its clients

In-app ad-tech provider has partnered with Toronto Metropolitan University students to bring a limited edition NFT to its Canadian clients

Toronto 26th July 2022. Apex Mobile Media launched APEX Gaming Network (AGN) in late 2021, a division dedicated to helping brands reach and engage gaming audiences in Canada. Today they are unveiling an innovative new way for clients, partners and the crypto-curious to join the AGN community with the launch of its limited edition minted NFT (non-fungible token).

This initiative involves the release of 300 limited and exclusive copies of the Apex Gaming Network minted NFT which is designed to showcase the real-world utility inherent in the NFT structure. AGN, finds this utility compelling for the long-term growth story of both this space and the underlying smart contract technology.

Holders of each NFT will have access to a variety of special benefits, which may include early access to Apex Gaming Network, gaming and industry research, exclusive invitations to in-person and virtual events, and much more.

Gamers currently spend about \$150+B/year but users don't really own the majority of the objects they earn or own in-game, the company does. And the objects cannot interoperate and compose across games. NFTs allow users to genuinely own the objects, flipping the polarity: games build around user-owned objects instead of users having to depend on the game.

Apex Mobile Media "AGN" CEO/ co-founder Walder Amaya said: "NFTs and blockchain technology are revolutionizing the gaming space, and are increasingly viewed as just digital art work, when in

fact we are seeing further adoption and a number of different applications being brought to market while leveraging the power of NFTs. Through this partnership with students from the Toronto Metropolitan University we have been fortunate to work and learn with their students from the Image Arts program.”

About APEX Gaming Network

APEX Gaming Network is a division of in-app mobile advertising leader APEX Mobile Media and is Canada's only gaming network that puts brands in premium game environments.

www.apexgamingnetwork.com

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