



**CODEBASE**  
VENTURES INC.

*For Immediate Release*

## **PRESSLAND LAUNCHES NEWS-TO-TABLE, A DIGITAL MAGAZINE COVERING MEDIA TRUST AND TRANSPARENCY**

*Original reporting by world-class journalists to bolster Pressland's  
reputation in the industry it serves commercially*

**VANCOUVER, BC, CANADA (April 3, 2019)** – Pressland ([pressland.com](http://pressland.com)), a wholly owned subsidiary of **Codebase Ventures Inc.** ("Codebase" or the "Company") (CSE: CODE - FSE: C5B – OTCQB: BKLLF), today announced the official launch of *News-to-Table* ([newstotable.com](http://newstotable.com)), a digital publication covering media trust and transparency.

*News-to-Table* has been operating in public beta since January 2019. Today's public launch is an affirmation that there is a clear appetite for quality reporting on the subject of media trust. Pressland's Editorial Director, Alexander Zaitchik, is the Editor-in-Chief of *News-to-Table*; he reports to Jeff Koyen, Codebase's Chief Strategy Officer.

"*News-to-Table* serves two functions," said Koyen. "First and foremost, it's a unique platform where the media's top thinkers share their thoughts on the problems facing their industry. Second, it's a powerful commercial calling card for Pressland, one that puts us in front of thought leaders, decision-makers, and potential clients and partners."

To date, *News-to-Table* has published work by several important media figures, including Dr. Stephen J. A. Ward (recently named Pressland's public editor), former *New Republic* editor Theodore Ross and one-time BBC news editor Nic Newman.

"In just three months, *News-to-Table* has helped established Pressland as a vitally important, well-respected voice in the conversation around media trust," said Zaitchik, who is currently on assignment in Brazil for the Pulitzer Center. "As we bring Pressland to market, we'll benefit immeasurably from this goodwill in the industry."

*News-to-Table* will publish up to five original articles every week.

"This is precisely the kind of out-of-the-box marketing that we've come to expect from Jeff Koyen," said George Tsafalas, Codebase's CEO. "He has an uncanny ability to combine public good with promotion for the company. Thanks to his team's outstanding work with *News-to-Table*, we expect Pressland will enjoy a halo effect among decision-makers in the media."

Pressland is led by Codebase's Koyen, a seasoned media executive, entrepreneur and technologist who has worked at *Forbes*, *Dow Jones*, *Digiday*, *Travel + Leisure* and *Casper*. Zaitchik is a journalist, editor and author with more than 20 years' experience working around the world. He is also the author of two books on politics and the media.

### **About Codebase Ventures Inc.**

Codebase Ventures Inc. is a small, hands-on team of financial and technology experts who invest early in great ideas. We operate from the understanding that technology is always evolving, bringing early opportunities for strategic investments that can deliver the exponential returns to our shareholders. We seek out and empower the innovators who are building tomorrow's standards with platforms and protocols, not just products. We invest early, support our founders, take their ideas to market and work tirelessly to help them realize their vision.

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