



## **Direct Communication Solutions announces retaining Gold Standard Media, LLC for Financial Marketing Services**

SAN DIEGO, CA – January 18, 2021 – Direct Communication Solutions, Inc. (CSE: DCSI) a leading provider of information technology solutions for the Internet of Things (IoT) market, announces that it has engaged Gold Standard Media, LLC (“GSM”) to provide marketing and consulting services to raise public awareness of the Company. GSM is a limited liability company existing under the laws of the State of Texas with an office at 1102 S. Austin Ave., #110-283, Georgetown, TX USA. The agreement with GSM is for a term of two years commencing after the termination of the Company’s current Regulation A Offering. The agreement has an aggregate cost of \$732,000 of which \$350,000 is for advertising and \$382,000 is for publishing and other services.

### **About DCS**

DCS is a technology solutions integrator focusing on connecting the Internet of Things. We provide real solutions that solve real problems. Our software applications and scalable cloud services collect and assess business-critical data from all types of assets. DCS is headquartered in San Diego, California and is publicly traded on the Canadian Securities Exchange (“CSE”). For more information, visit [www.dcsbusiness.com](http://www.dcsbusiness.com)

DCS and the DCS logo are among the trademarks of DCS in the United States. Any other trademarks or trade names mentioned are the property of their respective owners.

### **Forward-Looking Statements**

*This release contains forward-looking statements, which reflect management’s current views of future events and operations. These statements are based on current expectations and assumptions that are subject to risks and uncertainties that could cause actual results to differ materially. We believe that these potential risks and uncertainties include, without limitation: the ongoing COVID-19 pandemic, the Company’s dependence on third-party manufacturers, suppliers, technologies and infrastructure; risks related to intellectual property; industry risks including competition, online security, government regulation and global economic conditions; and the Company’s financial position and need for additional funding. Statements in this release should be evaluated in light of these factors. These risk factors and other important factors that could affect our business and financial results are discussed in our Management’s Discussion and Analysis, periodic reports and other public filings with the Canadian securities regulatory authorities which are available on SEDAR at [www.sedar.com](http://www.sedar.com). DCS undertakes no duty to update or revise any forward-looking statements.*

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