

Gamelancer Media and Fred VanVleet Team Up with Samsung Canada for ‘Connectivity’ Campaign

NEWS PROVIDED BY: Gamelancer Media Corp

[Gamelancer.com](https://www.gamelancer.com)

November 28, 2022, 07:00 ET

TORONTO, November 28, 2022 /PRNewswire/ - Gamelancer Media Corp. (CSE: **GMNG**) (OTCQB: **GAMGF**) (FRA: **P93**) ("**Gamelancer**" or the "**Company**") a media & entertainment company producing short-form video content for brands, is pleased to announce its involvement in producing **Samsung Canada’s ‘Connected Experiences’ campaign** in partnership with **Fred VanVleet, Toronto Raptor** and Gamelancer Director of Athlete Engagement.

This campaign follows the success of the **Samsung Odyssey monitor and SSD card** launch campaigns delivered on the Gamelancer network earlier this year as per our press release dated [February 3, 2022](#). The Connected Experiences campaign features a diverse roster of talent including Fred VanVleet, Sportsnet anchor Faizal Khamisa, World Champion Kickboxer Farinaz Lari, professional photographer and creative producer Mr. KOA, and talented food content creator Isabelle Cheng, who all lean into their personal passions to share how Canadians can “Do the SmartThings” with connected devices that seamlessly work together.

“Our team at Gamelancer had a lot of fun with Samsung this year. I love all the incredible content we produced using Samsung products,” said Fred VanVleet, Toronto Raptor and Director of Strategic Athlete Engagement at Gamelancer. “These authentic campaigns demonstrate Gamelancer’s ability to deliver meaningful campaigns for major brands.”

The campaign was produced and directed by JoyBox Studios, a full-service content creation lab and wholly owned subsidiary of Gamelancer Media.

“Our audience of over 34 million gamers on TikTok, Instagram and Snapchat generating over 1.8 billion monthly video views loved our first campaign with Fred & Samsung. Fred is so much fun to work with, and we’re grateful Samsung Canada continues to allow us to utilize our creative abilities and our owned and operated TikTok network to help them tell important and powerful stories,” said Jon Dwyer, Chairman & CEO, Gamelancer Media Corp.

To see more of Gamelancer's campaign and how Samsung technology creates meaningful connections and seamless experiences for Canadians, visit the following link:

Current Samsung Canada campaign with Fred VanVleet:

www.samsung.com/ca/smarthings/creating-meaningful-connections/

Past Samsung Canada campaigns:

<https://vm.tiktok.com/ZMFuxmYw2/>

<https://vm.tiktok.com/ZMFuxpWRV/>

About Gamelancer Media

Acquired by Wondr Gaming, Gamelancer Media Corp. is a media & entertainment company producing short-form video content for brands, with broadcast on its owned and operated TikTok, Instagram and Snapchat channels. Gamelancer works with companies such as Samsung, Belkin, RBC, Celsius, and several other notable brands. The company produces and distributes content across its 27 owned-and-operated channels to over 34,000,000 followers & subscribers, generating over 1.8 billion monthly video views. A majority of the Gamelancer's audience are located in the USA, Canada, the UK, and Australia.

With advanced user data analytics, Gamelancer provides its audience with content relevant to the GenZ & Millennial respective communities. Gamelancer owns the largest gaming media inventory on TikTok. Gamelancer also monetizes across its Snapchat Discover channels in partnership with Snapchat.

Visit us at [Gamelancer.com](https://www.gamelancer.com) to join our email subscribers list and receive press releases and newsletters directly to your inbox.

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About Samsung Electronics Canada Inc.

Samsung Electronics Canada inspires Canadians to reach their full potential through a transformative ecosystem of products and services that deliver innovation and distinct design to every aspect of their connected lives. The company is redefining the worlds of TVs, smartphones, and wearable devices, tablets, and digital appliances. In 2022, Samsung was ranked as one of Canada's "Most Reputable Companies" by Léger, named one of Canada's Top 100 Employers and placed first on Forbes' 'The World's Best Employers' list. Dedicated to helping make a difference in the lives of Canadians, Samsung's award-winning corporate giving initiatives support public education and health-related issues in communities across the country. To discover more, please visit

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Forward Looking Information

This news release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information. More particularly and without limitation, this news release contains forward-looking statements and information relating to the future business of the Company, the potential of the Company's products and services, further business from the Company's clients, industry outlook and potential and other matters. The forward-looking statements and information are based on certain key expectations and assumptions made by management of the Company. Although management of the Company believes that the expectations and assumptions on which such forward-looking statements and information are based are reasonable, undue reliance should not be placed on the forward-looking statements and information since no assurance can be given that they will prove to be correct.

Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. Accordingly, readers should not place undue reliance on the forward-looking statements and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive. The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.

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