Good Gamer Shifts Focus: Unveils Innovative AI-Powered Content Generation and Search Monetization Strategy

Vancouver, Canada - August 16, 2023 - **Good Gamer Entertainment Inc. (the "Company") (TSXV: GOOD, OTCQB: GGAMF)** is undergoing a strategic evaluation, marked by a shift towards AI-powered content generation and search monetization. This move underscores the Company's commitment to adapting to the dynamic digital landscape and offering innovative solutions.

Evolving Beyond Gaming: Playcash Loyalty Rewards App

Having laid a foundation in the gaming domain, the Company's mobile Android app, "Playcash," has garnered over 87,000 installations since its inception last year. The Playcash app has provided users with engaging experiences, offering a variety of downloadable and non-downloadable games and surveys. This success underscores the company's ability to engage audiences and sets the stage for its strategic transition.

Embracing Search Monetization

Recognizing the dynamic nature of the digital ecosystem, the Company has made a decisive move towards search monetization. Demonstrating its adaptability, the Company generated $134,912 in revenue from March to June 2023 through search monetization, employing an AI-powered platform.

"As the digital landscape continues to evolve, we strive to remain flexible and forward-thinking. Our interest in search monetization reflects our willingness to explore new opportunities," says Charlo Barbosa, CEO.

AI-Powered Content Generation

Good Gamer Entertainment Inc.'s wholly owned subsidiary, Boost Interactive Inc., is spearheading a new initiative, TurboContent.ai. This platform is currently in beta and revolves around the development of an AI-powered content and image generation platform that will change how businesses engage their audiences. Leveraging intuitive prompts, this platform will seamlessly produce diverse and plagiarism-free content across various formats, spanning blogs, articles, Google, Bing, and Facebook advertisements, products, websites, and social media posts. Moreover, the platform will include advanced features, including text-to-speech and speech-to-text capabilities, as well as the ability to create stunning, photorealistic images from a single prompt.

A Multi-Channel Content and Advertising Technology Company

As part of this strategic transformation, Good Gamer Entertainment Inc. is gearing up to emerge as a multi-channel content and advertising technology company with the development of an AI

and machine learning driven platform designed to cater to all major channels of digital advertising, including search advertising, native campaigns, and display advertising. The platform's capabilities will empower brands and marketers to streamline their media buying, driving efficiency and effectiveness across their campaigns.

An End-to-End Solution for Marketers

The transformative platform will be first deployed by Good Gamer Entertainment Inc. itself, showcasing its potential to enhance the company's digital presence. Following its successful integration within the Good Gamer ecosystem, the platform will be offered as a Software-as-a-Service (SaaS) solution, enabling marketers across industries to access its innovative features. This strategy will create a sustainable monthly recurring income stream for the business.

Enhancing the Future of Digital Advertising

"Good Gamer Entertainment Inc. is committed to empowering brands with tools that enhance their digital engagement," affirms Charlo Barbosa. "Our AI-driven platform will represent a paradigm shift, allowing businesses to drive impactful content and advertising strategies."

About Good Gamer Entertainment Inc.

Good Gamer Entertainment Inc. (TSXV: GOOD, OTCQB: GGAMF) is a forward-thinking technology company committed to shaping the future of digital advertising. With its forthcoming AI-powered platform, the company is poised to revolutionize content creation and distribution, driving efficiency and effectiveness across major digital advertising channels.

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Forward-Looking Statements

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