**WILLIAM POIRIER**
2448 Thompson Drive
Kamloops, British Columbia V2C 4L1

**FOR IMMEDIATE RELEASE**

**November 21, 2022** – William Poirier ("**Poirier**") announces that on November 16, 2022, he acquired ownership of 640,000 common shares (the "**Shares**") of J4 Ventures Inc. (the "**Company**"), of 503 - 905 West Pender Street, Vancouver, British Columbia V6C 1L6, or approximately 7.49% of the issued and outstanding Shares of the Company, pursuant to purchases made through the facilities of the TSX Venture Exchange (the "**Exchange**"), at a price of $0.10 per Share, for total consideration of $64,000. Immediately prior to the acquisition of the 640,000 Shares, Poirier had beneficial ownership or control or direction over an aggregate of 740,000 Shares, representing approximately 8.65% of the issued and outstanding Shares of the Company on a non-diluted basis.

After the acquisition, Poirier had beneficial ownership or control or direction over an aggregate of 1,380,000 Shares of the Company representing approximately 16.14% of the issued and outstanding Shares of the Company on a non-diluted basis. Poirier acquired the 640,000 Shares for investment purposes and may acquire additional securities or dispose of existing securities on the basis of Poirier's assessment of market conditions and in compliance with applicable securities regulatory requirements. A copy of the early warning report filed by Poirier in connection with the acquisition of the 640,000 Shares is available on the SEDAR website at www.sedar.com or by contacting Poirier at 250-828-2605.

*"William Poirier"*

**William Poirier**

*Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.*