

BEACN Wizardry & Magic Inc.

BEACN Wizardry & Magic Announces their Partner Program

Victoria, British Columbia – August 16, 2022 – BEACN Wizardry & Magic Inc. (TSXV:BECN) (“**BEACN**” or the “**Company**”), is pleased to announce the BEACN Partner Program. BEACN is partnering with world-class content creators to reach new audiences and increase BEACN’s rapidly growing customer base.

On July 13th, BEACN opened its website for content creators to apply to be a BEACN Partner – someone who advocates for the BEACN brand and products online. In less than 24 hours, hundreds of applications were received with dozens of additional responses coming through on social media. Unlike an affiliate program, where creators are generally only compensated when they make a sale, BEACN puts the creator first by offering a contracted rate on top of commissioned sales.

“Through the BEACN Partner Program, world-class content creators and influencers will showcase BEACN products in their work. Early review of the applications indicates that BEACN is poised to be embraced by a wide range of creators and their audiences.” - Craig Fraser, BEACN Co-founder and CEO.

"Becoming a BEACN Partner has been an awesome experience. Adding the BEACN Mic and BEACN Mix Create to my line up was huge for my streaming journey and I have been singing BEACN's praises ever since. My community is the most important thing to me as a streamer & that feels super mirrored in BEACN's values. To be able to partner with a brand that has been so hands on with creators from the jump is super exciting - I'm very excited and proud to be able to represent a brand that not only creates products I use and believe in, but truly has a creator-centered mindset." - Spicybean, BEACN Partner

"I am so honored to be partnered with such a wonderful company like BEACN. I've been in love with the products since before launch and the BEACN team have been the absolute sweetest. I am ready and so excited to continue this wonderful partnership we have and make it official." - PlaywithMae, BEACN Partner

Visit the BEACN Partnerships Page - <https://www.beacn.com/a/buzzbassador/ambassador-page>



About BEACN

BEACN builds world-class studio equipment for everyone. Its team of technology enthusiasts designs and manufactures products to help you make better content.

BEACN products are just that -- BEACN products. The company does not white label anyone else's products, and it does not let anyone white label its own. The company guarantees that you are using something created specifically by it, just for you.

BEACN is listed on the TSX Venture Exchange under the symbol "BECN".

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To learn more visit: www.ir.BEACN.com

Cautionary Note Regarding Forward-Looking Information

This release includes certain statements and information that may constitute forward-looking information within the meaning of applicable Canadian securities laws. All statements in this news release, other than statements of historical facts, including statements regarding future plans, objectives, timing, assumptions or expectations of future performance, including without limitation, BEACN's belief that world-class content creators and influencers will showcase BEACN products in their work is forward-looking information. Generally, forward-looking statements and information can be identified by the use of forward-looking terminology such as "intends" or "anticipates", or variations of such words and phrases or statements that certain actions, events or results "may", "could", "should", "would" or "occur".

Forward-looking statements are based on certain material assumptions and analysis made by the Company and the opinions and estimates of management as of the date of this press release, including the Company's ability to maintain manufacturing volume for its products and its ability to sustain sales of products to customers, that general economic and market conditions will not change in an adverse manner, political and regulatory stability, stability in financial and capital markets and that the Company's operations will not be adversely impacted by COVID-19.

These forward-looking statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward-looking statements or forward-looking information. Important factors that may cause actual results to vary, include, without limitation (a) supply chain disruption that may lead to a shortage of inventory for sale; (b) economic or other factors beyond the control of the Company that may influence the purchasing behavior of customers; (c) public health crises such as the covid-19 pandemic may adversely impact the Company's business and operations; (d) the volatility of global capital markets; (e) unanticipated costs; and (f) risks relating to the extent and duration of the conflict in eastern Europe and its impact on global markets. Although management of the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements or forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements and forward-looking information. The Company does not undertake to update any forward-looking statement or forward-looking information, except in accordance with applicable securities laws.

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