



BEACN Wizardry & Magic Inc.

**BEACN Wizardry & Magic
Partners with FIRETEAM for Digital Advertising**

Victoria, British Columbia – Sept 22,2022 – BEACN Wizardry & Magic Inc. (TSXV:BECN) (“**BEACN**” or the “**Company**”) is pleased to announce that the company has partnered with FireTeam, an eCommerce focused digital advertising agency, to expand product and sales awareness via Social Media platforms.

Niki Brazier, a co-founder of FireTeam states, “We blend data-driven practices with the creative juice needed to make an impact across channels and industries. You can’t have one without the other. Both are equally important when it comes to performance.

When it comes to working with BEACN, we see a huge opportunity to make an impact in the space with a series of products that are trustworthy, worthwhile, and backed by a team of true believers willing to put in the work to make the brand stand out. Strategic marketing is only half the battle, and futile when a brand can’t stand up to what the market demands. Working with BEACN is providing us with an opportunity to drive growth, learn new things, and vibe with a great group of people whose values align with ours on every level.”

FireTeam specializes in targeted digital advertising growth and will be focused on multiple marketing channels, including Facebook/Instagram, YouTube, TikTok and Google to help BEACN build its brand and product awareness, and ultimately, its product sales. This partnership has commenced and is currently in the “active learning” phase, in which customer groups are identified based on impressions, views and ultimately conversions. Future efforts will refine targeting based on this initial phase, then scale to target sales growth.



About BEACN Wizardry & Magic Inc.

BEACN, a leading disruptor and audio innovator in the content creation and gaming industry. The company's talented team creates from-the-ground-up technology and software solutions that help gamers, livestreamers, podcasters and content creators produce studio-quality content to share with anyone, anywhere.

BEACN is creating an ecosystem of content creator peripherals with BEACN Mic, the world's most advanced USB-C microphone, BEACN Mix, an intuitive audio controller, and BEACN Mix Create, an inventive mixer for content creators.

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

About FireTeam

FireTeam is a group of performance-based marketers, where knowing that the work performed on behalf of their clients actually works is paramount. Having grown up in creative agencies that win awards, but don't help their clients grow their businesses, FireTeam understands driving growth is its core task when helping their clients with their digital marketing campaigns.

We help Direct-To-Consumer and Ecommerce brands go from \$1,000 a month to \$1,000,000 a month in revenue. It's a difficult journey, and while not always long, it's most certainly fraught with hairpin turns, dead ends, and sometimes long stretches of highway. We call it The Road and we know every pit stop, tourist trap, and unmarked vista along the way. FireTeam partners with clients to grow business through a wide range of our services, or just a few, but the goal is growth - and a great working relationship is a must.

For further information, please contact:

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Reader Advisory

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