

Traction Uranium Announces Extension of Marketing Campaign

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CALGARY, July 24, 2023 - [Traction Uranium Corp.](#) (CSE: TRAC) (OTC: TRCTF) (FRA: Z1K) (the "Company" or "Traction") is pleased to announce, further to its news release on June 9, 2023, that it has extended its engagement of MIC Market Information & Content Publishing GmbH ("MIC") (address: Gerhart-Hauptmann-Str. 49b 51379 Leverkusen; email: contact@micpublishing.de) for marketing services for an additional 60 days, commencing July 25, 2023.

As previously disclosed, MIC has and shall continue to, as appropriate, provide project management and consulting for an online marketing campaign, coordinating marketing actions, maintaining and optimizing AdWords campaigns, adapting AdWords bidding strategies, optimizing AdWords ads, and creating and optimizing landing pages. The promotional activity will occur by email, Facebook, and Google.

The Company will pay a fee of approximately €80,000 for the extension. The Company will not issue any securities to MIC as compensation for its marketing services. As of the date hereof, to the Company's knowledge, MIC (including its directors and officers) does not own any securities of the Company and has an arm's length relationship with the Company.

About Traction Uranium Corp.

[Traction Uranium Corp.](#) (CSE: TRAC) (OTC: TRCTF) (FRA: Z1K) is in the business of mineral exploration and the development of discovery prospects in Canada, including its three uranium projects in the world-renowned Athabasca Region.

We invite you to find out more about our exploration-stage activities across Canada's Western region at www.tractionuranium.com.

On Behalf of The Board of Directors

Lester Esteban
Chief Executive Officer
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Forward-Looking Statements

This news release contains "forward-looking information" within the meaning of applicable securities laws. All statements, other than statements of historical fact, that address activities, events, or developments that the Company believes, expects or anticipates will or may occur in the future, are forward-looking statements. The forward-looking statements reflect management's current expectations based on information currently available and are subject to a number of risks and uncertainties that may cause outcomes to differ materially from those discussed in the forward-looking statements. Although the Company believes that the assumptions inherent in the forward-looking statements are reasonable, forward-looking statements are not guarantees of future performance and, accordingly, undue reliance should not be put on such statements due to their inherent uncertainty. Important factors that could cause actual results to differ materially from the Company's expectations are described in the Company filings publicly available through the Canadian Securities Administrators' System for Electronic Document Analysis and Retrieval (SEDAR) at www.sedar.com. The Company expressly disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as

required by applicable law.

The Canadian Securities Exchange (CSE) has not reviewed, approved, or disapproved the contents of this press release.

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