

Upside Gold Corp. Engages Departures Capital for Digital Marketing Services

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[Upside Gold Corp.](#) ("Upside" or the "Company") (CSE: UG) (FSE:47I) is pleased to announce that it has engaged Departures Capital Inc. to provide digital marketing and investor awareness services on behalf of the Company.

Under the terms of the engagement, Departures Capital Inc. ("Departures Capital") will execute a digital marketing and investor awareness campaign, including video content, online advertising, and distribution across digital platforms and social media channels, intended to increase awareness of the Company among investors.

Departures Capital will commence its marketing and investor awareness services on January 30, 2026, for a period of approximately three months at a total budget of \$45,000.

Departures Capital is an arm's length service provider to the Company. To the knowledge of the Company, neither Departures Capital nor its principal, Aaron Missere, holds any securities of the Company or any right to acquire such securities. No securities or options will be issued as compensation for the promotional services.

Departures Capital Inc. can be reached at:
#1500 - 409 Granville Street
Vancouver, British Columbia V6C 1T2
Tel: (519) 590-6985
Email: contact@departurescapital.com

On behalf of Upside Gold Corp.

Sophy Cesar

CEO and Director

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About Upside Gold Corp.

Upside Gold Corp. is a Canadian gold-copper exploration company that has entered into an option agreement to acquire a 100% interest in the Kena Gold-Copper Project, located in southeastern British Columbia, approximately 7 kilometres southwest of Nelson. The Kena Project consists of 198 mineral claims covering approximately 10,114.8 hectares, together with 11 crown grants covering approximately 92 hectares. The Company's exploration strategy is focused on advancing the Project through disciplined, high-impact exploration and targeted drilling programs, supported by efficient capital allocation to drive long-term shareholder value.

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

Forward-looking information

This press release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. Generally, forward-looking information can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will be taken", "occur" or "be achieved". Forward-looking statements are necessarily based upon a number of assumptions that, while considered reasonable by management, are inherently subject to business, market, and economic risks, uncertainties, and contingencies that may cause actual results, performance, or achievements to be materially different from those expressed or implied by forward-looking statements. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, other factors may cause results not to be as anticipated, estimated, or intended. There can be no assurance that such information 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 information. The Company does not undertake to update any forward-looking information except in accordance with applicable securities laws.

This news release does not constitute an offer to sell or a solicitation of an offer to sell any securities in the United States. The securities have not been and will not be registered under the U.S. Securities Act or any state securities laws and may not be offered or sold within the United States or to U.S. Persons unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available.

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