

# Apex Critical Metals Announces Extension of Marketing Agreement with Rumble Strip Media Inc.

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VANCOUVER, May 1, 2026 - [Apex Critical Metals Corp.](#) (CSE:APXC)(OTCQX:APXCF)(FWB:KL9) ("Apex" or the "Company") a mineral exploration company focused on advancing its strategic 100%-controlled Rift Rare Earth Project within the Elk Creek Carbonatite Complex in southeastern Nebraska, U.S.A., announces that it has extended its marketing and investor awareness agreement with Rumble Strip Media Inc. ("Rumble") to support ongoing investor outreach initiatives. Pursuant to the agreement, Rumble will provide digital marketing, content creation, advertising development, media planning and buying, and related consulting services to Apex.

In consideration, Apex will pay CAD\$500,000 to Rumble for a 60-day term commencing on or about May 1<sup>st</sup>, 2026. The services to be provided by Rumble constitute investor relations activities within the meaning of applicable securities laws and the policies of the Canadian Securities Exchange, and all materials will be reviewed and approved by the Company prior to dissemination. Rumble and its principals are arm's length to the Company and, to the knowledge of the Company, Rumble does not own, control, or direct any securities of the Company.

About Apex Critical Metals Corp. (CSE:APXC)(OTCQX:APXCF)(FWB:KL9)

Apex Critical Metals Corp. is a Canadian exploration company focused on advancing rare earth element (REE) and niobium projects that support the growing demand for critical and strategic metals across the United States and Canada. The Company's flagship Rift Project, located within the highly prospective Elk Creek Carbonatite Complex in Nebraska, U.S.A., hosts extensive rare earth rights surrounding one of North America's most advanced niobium-REE deposits. Historical drilling across the complex has reported broad intervals of high-grade REE mineralization, including intercepts such as 155.5 m of 2.70% REO and 68.2 m of 3.32% REO.

In Canada, Apex continues to advance its 100%-owned Cap Project, located 85 kilometres northeast of Prince George, British Columbia. The 2025 drill program confirmed a significant niobium discovery with 0.59% Nb<sub>2</sub>O<sub>5</sub> over 36 metres, including 1.08% Nb<sub>2</sub>O<sub>5</sub> over 10 metres, within a 1.8-kilometre-long niobium trend. The Cap Project continues to demonstrate strong potential for niobium mineralization within a large and previously unrecognized carbonatite system.

The technical content of this news release has been reviewed and approved by Nathan Schmidt, P. Geo., a Qualified Person under NI 43-101 on standards of disclosure for mineral projects. Mr. Schmidt is a Geologist with Dahrouge Geological Consulting Ltd., the consulting firm engaged by Apex Critical Metals Corp. to conduct and oversee all of the Company's exploration work, including the 2026 drill program.

Mr. Schmidt has verified all scientific and technical data disclosed in this news release including the sampling and QA/QC results, and certified analytical data underlying the technical information disclosed.

With a growing portfolio of critical mineral projects in both Canada and the United States, Apex Critical Metals is strategically positioned to help strengthen domestic supply chains for the minerals essential to advanced technologies, clean energy, and national security. Apex is publicly listed in Canada on the Canadian Securities Exchange (CSE) under the symbol APXC and quoted on the OTCQX market in the United States under the symbol APXCF, and in Germany on the Borse Frankfurt under the symbol KL9 and/or WKN: A40CCQ. Find out more at [www.apexcriticalmetals.com](http://www.apexcriticalmetals.com) and watch our videos at <https://apexcriticalmetals.com/apex-critical-metals-corporate-video/> and make sure to stay in touch by signing up for free news alerts at <https://apexcriticalmetals.com/news/news-alerts/>, or by following us on X

(formerly Twitter), Facebook or LinkedIn.

On Behalf of the Board of Directors

APEX CRITICAL METALS CORP.,

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Neither the Canadian Securities Exchange 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.

**CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING INFORMATION:**

This news release may contain "forward-looking statements" under applicable Canadian securities legislation. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. Forward-looking statements in this news release include statements with respect to the services that Rumble Media will provide to the Company under the investor relations agreement, as extended, and statements regarding the Company's intention to investigate the high-value systems within carbonatite-hosted projects . Forward-looking statements are subject to various known and unknown risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements, including risks related to factors beyond the control of the Company. 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. The Company 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 law.

SOURCE: Apex Critical Metals Corp.

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