



LION ROCK RESOURCES ENTERS INTO MARKETING, AWARENESS, AND ADVERTISING AGREEMENT

Vancouver, British Columbia – January 28, 2026 – Lion Rock Resources Inc. (TSX-V: ROAR, FSE: KGB, OTCQB: LRRIF) (the “Company”) announces that it has entered into a marketing, awareness, branding and advertising services agreement (the “Gibson Agreement”) with Gibson Media Works Ltd. (“Gibson Media”) of Langley, British Columbia.

Under the terms of the Gibson Agreement, Gibson Media will provide awareness, marketing, branding and advertising services to the Company, including media planning, creative development, campaign management, and the placement of paid advertising across digital and financial media channels, including BNN. The services are intended solely to raise public awareness of the Company and its business activities.

The Gibson Agreement is for a period of six months from February 1, 2026, to July 31, 2026. In consideration of the services, the Company will pay Gibson Media total cash compensation of \$219,200 CAD plus applicable taxes, payable in monthly instalments in accordance with the terms of the Gibson Agreement. The total compensation includes amounts allocated to creative services, campaign management, and paid advertising placements. The compensation is a fixed cash amount and is not contingent upon performance, trading activity, or market conditions.

Gibson Media does not hold any interest, directly or indirectly, in the securities of the Company and is at arm’s length to the Company. Gibson Media has no other relationship with the Company outside of the Gibson Agreement.

The Gibson Agreement is subject to the acceptance of the TSX Venture Exchange.

About Lion Rock Resources Inc.

Lion Rock Resources Inc. is a Canadian mineral exploration company focused on advancing high-grade gold and lithium projects in North America. The Company’s flagship Volney Project is located in South Dakota’s Black Hills, a mining-friendly jurisdiction with a long history of gold production. Lion Rock is led by an experienced technical and capital markets team with a track record of mineral discovery, project development, and financing.

On Behalf of the Board

R. Dale Ginn, President and Chief Executive Officer

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

Caution Regarding Forward-Looking Information

Certain statements contained in this news release may constitute forward-looking information within the meaning of applicable Canadian securities legislation. Forward-looking information is often identified by words such as "anticipate," "plan," "expect," "may," "will," "intend," and similar expressions. Forward-looking information involves known and unknown risks, uncertainties, and other factors that may cause actual results or events to differ materially from those anticipated. Such risks include, but are not limited to, risks inherent in mineral exploration and development, fluctuations in commodity prices, regulatory approvals, market conditions, and other factors beyond the control of the Company. Readers are cautioned not to place undue reliance on forward-looking information. The Company does not undertake to update or revise any forward-looking information except as required by applicable securities legislation.