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Kidoz Announces Programmatic Solution “Kidoz Connect” at AGM

Safe Programmatic Ad Sourcing at Scale to Reach Kids, Teens, and Parents

ANGUILLA, B.W.I December 1, 2021 – Kidoz Inc. (TSXV:KIDZ) (the "Company"), mobile AdTech developer and owner of the market leading Kidoz Contextual Ad Network (www.kidoz.net) and the Kidoz Publisher SDK, announced at the annual general meeting the safe programmatic ad sourcing solution “Kidoz Connect”, for demand and supply partners designed to source, filter, and serve open market campaigns to the available unsold impressions on the Kidoz network and the result of the votes for the AGM.

At the AGM held on Wednesday November 24th in Anguilla, the Kidoz Inc. shareholders elected the Board of Directors: Tarnie Williams Sr., Executive Chairman; Co-CEO’s, Eldad Ben Tora, and Jason Williams; and non-executive directors Fiona Curtis, Claes Kalborg, and Moshe David as well as reappointed the Auditors, Davidson & Company and re-affirmed the Company’s 2015 stock option plan.

Also, during the meeting, Kidoz officially launched the Company's COPPA compliant programmatic ad solution: Kidoz Connect. This new product release is a unique programmatic solution providing ‘review & monetize’ technology to enable open market ad sourcing at scale. Kidoz Connect creates a safe pipeline of advertising sources to be connected to the Kidoz Contextual Ad Network and funneled to the thousands of apps currently utilizing Kidoz monetization technology.

Programmatic advertising is the use of automated advertising technology to enable media buying and selling as opposed to traditional direct methods of digital advertising which involve humans interfacing to agree to deal terms. Kidoz Connect enables any brand, agency or DSP to programmatically reach the Kidoz unique inventory of over 300 million users accessible in a fully COPPA/GDPR compliant manner, through a single point of integration.

“It is the Kidoz mission to deliver best-in-class solutions to our advertiser and publisher partners that are compliant with Apple, Google, and strict government data privacy regulations,” stated Jason Williams Kidoz Co-CEO. “Kidoz technology is built with privacy as a priority and we champion contextual advertising as a superior method of reaching target consumers. Kidoz publisher partners can monetize with human-curated safe advertising on a global scale and with the knowledge that their users' data is not compromised. Kidoz Connect is the latest product release to deliver enhanced value to our partners and we look forward to welcoming many new and existing customers to this new offering as we expand the Kidoz reach within the global digital advertising ecosystem.”

“Kidoz Connect is currently live with select launch partners and we are actively developing and integrating a number of new sources that will together create the pipeline of programmatic ad campaigns available to Kidoz's app publisher network,” commented Co-CEO Eldad Ben Tora. “As Kidoz advances its multiple product offerings, new opportunities arise in the bountiful mobile advertising ecosystem that is projected by eMarketer to exceed over US\$400 billion by 2023 (eMarketer). Kidoz is perfectly positioned with powerful technology in a booming market and management anticipates a record Q4 and 2022 ahead.”

About KIDDOZ INC.

Kidoz Inc. (TSXV:KIDZ) (www.kidoz.net) owns the leading COPPA & GDPR compliant contextual mobile advertising network that safely reaches hundreds of million kids, teens, and families every month. Google certified and Apple approved, Kidoz provides an essential suite of advertising technology that unites brands, content publishers and families. Trusted by Disney, Hasbro, Lego and more, the Kidoz Contextual Ad Network helps the world's largest brands to safely reach and engage kids across thousands of mobile apps, websites and video channels. The Kidoz network does not use location or PII data tracking commonly used in digital advertising. Instead, Kidoz has developed advanced contextual targeting tools to enable brands to reach their ideal customers with complete brand safety. A focused AdTech solution provider, the Kidoz SDK and Kidoz Contextual Ad Network have become essential products in the digital advertising ecosystem.

The Private Securities Litigation Reform Act of 1995 provides a "safe harbor" for forward-looking statements. Certain information included in this press release (as well as information included in oral statements or other written statements made or to be made by the company) contains statements that are forward-looking, such as statements relating to anticipated future success of the company. Such forward-looking information involves important risks and uncertainties that could significantly affect anticipated results in the future and, accordingly, such results may differ materially from those expressed in any forward-looking statements made by or on behalf of the company. For a description of additional risks and uncertainties, please refer to the company's filings with the Securities and Exchange Commission. Specifically, readers should read the Company's Annual Report on Form 10-K, filed with the SEC on March 31, 2021, and the prospectus filed under Rule 424(b) of the Securities Act on March 9, 2005 and the SB2 filed July 17, 2007, and the TSX Venture Exchange Listing Application for Common Shares filed on June 29, 2015 on SEDAR, for a more thorough discussion of the Company's financial position and results of operations, together with a detailed discussion of the risk factors involved in an investment in Kidoz Inc.

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