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# Loop Media Expands into Canada with St. Louis Bar & Grill Partnership

Loop TV's Curated TikTok Channel to Stream Across St. Louis Bar & Grill Locations

GLENDALE, Calif.--(BUSINESS WIRE)-- Loop Media, Inc. ("Loop Media") (NYSE American: LPTV), a leading multichannel streaming platform that provides curated music video, sports, news and entertainment channels for businesses, announced today its partnership with [St. Louis Bar & Grill](#) in Canada, Canada's preeminent chicken wing franchise.

The partnership marks the first of its kind in Canada and will feature curated content from TikTok, who partnered with Loop Media in October 2022. The content will stream directly to St. Louis Bar & Grill's TV systems and across its 75 locations and will begin rolling out through Loop TV on March 13, 2023.

"Our partnership with St. Louis Bar & Grill is a big step for Loop Media, as it marks our first true expansion of our Loop TV service outside of the United States," said Jon Niermann, CEO & Co-Founder of Loop Media. "To remain competitive, businesses need to create curated experiences to drive brand loyalty and in-store connections that align with customer values. Streaming TikTok's channel, which is powered by the creativity of its community, will enhance the customer experience and keep them entertained."

Loop Media is committed to providing premium entertainment options in out-of-home environments to businesses across the globe. The company's launch into Canada represents the next phase of its growth as it continues to expand outside the United States. Loop TV currently has more than 45,000 active screens across the United States, and over 2 billion monthly video impressions.

"We're thrilled to be the first Canadian chain to integrate Loop Media's exciting, curated TikTok content into our restaurants across Canada," said Royal Nasager, VP Marketing, St. Louis Bar & Grill. "This partnership will further enrich our guests' experiences and add yet another point of differentiation and competitive edge across franchisees."

## **About Loop Media**

Loop Media, Inc. ("Loop Media") (NYSE American: LPTV) is a leading digital out of home (DOOH)TV and digital signage platform optimized for businesses, streaming more than 200 free music video, news, sports and entertainment channels through its Loop TV service. Loop Media is the leading company in the U.S. licensed to stream music videos to businesses through its proprietary Loop Player.

Loop Media's digital video content reaches millions of viewers in DOOH locations including bars/restaurants, office buildings, retail businesses, college campuses, airports and on free

ad-supported TV platforms like Roku and at local gas stations on GSTV terminals and in 400,000 hotel rooms in over 1300 hotels in the United States.

Loop is fueled by one of the largest and most important video libraries that includes music videos, movie trailers and live performances. Loop Media's non-music channels cover a multitude of genres and moods and include movie trailers, sports highlights, lifestyle and travel videos, viral videos and more. Loop Media's streaming services generate revenue from advertising, sponsorships, integrated marketing and branded content, and from subscriptions.

To learn more about Loop Media products and applications, please visit us online at [Loop.tv](https://loop.tv).

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This news release includes "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, including, but not limited to, Loop Media's ability to compete in the highly competitive markets in which it operates, statements regarding Loop Media's ability to develop talent and attract future talent, the success of strategic actions Loop Media is taking, and the impact of strategic transactions. Forward-looking statements give our current expectations, opinion, belief or forecasts of future events and performance. A statement identified by the use of forward-looking words including "will," "may," "expects," "projects," "anticipates," "plans," "believes," "estimate," "should," and certain of the other foregoing statements may be deemed forward-looking statements. Although Loop Media believes that the expectations reflected in such forward-looking statements are reasonable, these statements involve risks and uncertainties that may cause actual future activities and results to be materially different from those suggested or described in this news release. Investors are cautioned that any forward-looking statements are not guarantees of future performance and actual results or developments may differ materially from those projected. The forward-looking statements in this press release are made as of the date hereof. Loop Media takes no obligation to update or correct its own forward-looking statements, except as required by law, or those prepared by third parties that are not paid for by Loop Media. Loop Media's SEC filings are available at [www.sec.gov](http://www.sec.gov).

#### **About St. Louis Bar and Grill**

St. Louis Bar & Grill is a 100 percent Canadian owned and operated casual dining restaurant chain that has served its famous signature chicken wings since opening its first location in 1992. Now with 74 locations across Canada, with plans to open 15 more restaurants in Western Canada in 2023. St. Louis serves 2.2 million pounds of wings each year, and is headquartered in Toronto, Ontario where it has been voted "favorite wing spot" for the past seven consecutive years. With a craveable, diverse menu, nearly 30 different sauces, a mix of family and bar seating, and large summer patios, St. Louis Bar & Grill has something to offer every wing lover.

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