

## FOR IMMEDIATE RELEASE

June 7, 2021

### APEX Mobile Media extends its in-game advertising reach to millions of Gen Z gamers

**Toronto, ON, |** June 7, 2021 APEX Mobile Media, a leader in mobile in-app advertising, has partnered with Bloxbiz, the dynamic in-game platform that puts brands in front of millions of gamers playing Roblox games.

Bloxbiz is the first dynamic in-game ad platform within Roblox and reaches over 15 million gamers each month across a collection of brand-safe game environments.

APEX Mobile Media's President and Co-Founder Chris Lombardi confirms that this new partnership presents brands in Canada with a new and unique way to reach consumers. "This exciting new partnership enables us at APEX to continue with our promise of advertising without interruption. Together with Bloxbiz, we will be able to place brands in front of millions of daily active users in verified and measurable brand safe environments. We want brands to think of this opportunity as being present in a highly populated and immersive digital out of home gaming environment."

Sam Drozdov, CEO and co-founder of Bloxbiz also commented on his excitement for this new partnership, "We're excited to be partnering with Apex to bring Bloxbiz's network of Roblox games and leading in-game viewability technology to more brands in Canada. The Apex team has doubled down on in-game advertising and we're happy to be partnering to improve that offering for more brands."

For APEX Mobile Media, the future of brands continues to be in-game, as more and more Canadians become active gamers. Currently there are 23 Million Canadians who identify themselves as gamers, while 20.4 Million are actively playing games on mobile.

[Learn more](#) about APEX Mobile Media's new in-game advertising capabilities.

#### About Bloxbiz

Bloxbiz is the leading dynamic in-game ad platform within Roblox that reaches more than 15 millions people every month across more than 50 popular Roblox games. Bloxbiz helps brands confidently reach players with in-game ads that fit seamlessly into brand-safe game environments and industry-leading viewability technology.

#### About APEX Mobile Media

APEX Mobile Media is a leading mobile marketing solution company that delivers unparalleled end-to-end digital advertising services to brands and agencies in Canada and specializes in providing brands with a premium and transparent mobile advertising experience.

#### For media inquiries, please contact:

Carlos Guevara

Carlos.Guevara@apexmobilemedia.com

