August 4, 2026

Fitzroy Minerals Engages the Howard Group for Digital Marketing Services

Vancouver, British Columbia – August 4, 2026 – Fitzroy Minerals Inc. (TSXV: FTZ, OTCQX: FTZFF, FSE: C3Y) ("**Fitzroy Minerals**", "**Fitzroy**" or the "**Company**") is pleased to announce that it has entered into a digital services marketing agreement (the "**THG Agreement**") with The Howard Group ("**THG**"), pursuant to which THG will create and manage online programs and targeted advertising to increase investor awareness of Fitzroy Minerals.. The THG Agreement, and any renewal thereof, remains subject to the approval of the TSX Venture Exchange (the "**TSXV**").

In consideration for these services, the Company will pay THG a monthly fee of CAD$7,000 (plus applicable taxes). Advertising costs are in addition to the THG fee and are estimated at approximately $5,000 per month. The THG Agreement has an initial term of six months ending January 31, 2027, after which the Company may renew the THG Agreement on a month-to-month basis. Upon renewal, the monthly fee will remain the same. Either party may terminate the THG Agreement with 30 days notice following the conclusion of the initial six-month term. The first payment is due upon receipt of TSXV approval, and each subsequent payment is due on the 15th day of each month. There are no performance factors contained in the THG Agreement, and no securities will be issued to THG or is authorized representative as compensation.

The authorized representative of THG with respect to its engagement with the Company is Jeff Walker. THG has a place of business at Suite 350 – 318 11 Avenue SE, Calgary, AB T2G 0Y2. Neither of THG, nor its authorized representative has direct or indirect beneficial ownership of, control or direction over, or a combination thereof, of any securities of the Company. THG and its authorized representative are arm's length parties to the Company.

Since 1988, THG has provided comprehensive outreach and capital markets programs targeting investor, investment and institutional communities as well as financing support and strategic planning for public companies. (Howard Group - https://howardgroupinc.com/).

About Fitzroy Minerals

Fitzroy Minerals is focused on exploring and developing copper-focused mineral assets with substantial upside potential in the Americas. The Company's current property portfolio includes the Buen Retiro Copper Project located near Copiapó, Chile, the Caballos Copper and Polimet Gold-Copper-Silver projects located in Valparaiso, Chile, the Taquetren Gold Project located in Rio Negro, Argentina, and the Caribou Project in British Columbia, Canada. Fitzroy Minerals' shares are listed on the TSX Venture Exchange under the symbol FTZ and on the OTCQX under the symbol FTZFF.

On behalf of the board of Fitzroy Minerals Inc.

Merlin Marr-Johnson
President and CEO

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For more information on Fitzroy Minerals, please visit the Company's website: www.fitzroyminerals.com

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

CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING INFORMATION

This news release includes certain statements and information that constitute forward-looking information within the meaning of applicable Canadian securities laws. All statements in this news release, other than statements of historical facts are forward-looking statements. Such forward-looking statements and forward-looking information specifically include, but are not limited to, statements that relate to the TSXV's approval of the THG Agreement.

Statements contained in this release that are not historical facts are forward-looking statements that involve various risks and uncertainty affecting the business of the Company. Such statements can generally, but not always, be identified by words such as "expects", "plans", "anticipates", "intends", "estimates", "forecasts", "schedules", "prepares", "potential" and similar expressions, or that events or conditions "will", "would", "may", "could" or "should" occur. All statements that describe the Company's plans relating to operations and potential strategic opportunities are forward-looking statements under applicable securities laws. These statements address future events and conditions and are reliant on assumptions made by the Company's management, and so involve inherent risks and uncertainties, as disclosed in the Company's periodic filings with Canadian securities regulators. As a result of these risks and uncertainties, and the assumptions underlying the forward-looking information, actual results could materially differ from those currently projected, and there is no representation by the Company that the actual results realized in the future will be the same in whole or in part as those presented herein. the Company disclaims any intent or obligation to update forward-looking statements or information except as required by law. Readers are referred to the additional information regarding the Company's business contained in the Company's reports filed with the securities regulatory authorities in Canada. Although the Company has attempted to identify important factors that could cause actual actions, events, or results to differ materially from those described in forward-looking statements, there may be other factors that could cause actions, events or results not to be as anticipated, estimated or intended. For more information on the Company and the risks and challenges of its business, investors should review the Company's filings that are available at www.sedarplus.ca.