



Xtract One Technologies Selected by Wisconsin Center District to Secure All Entrances of Newly Renovated Baird Center

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Sets New Standard in Innovative Security in Milwaukee, Enhancing Patron Safety and Access Experience at Wisconsin's Largest Convention Center

Toronto, ON – January 30, 2024 – [Xtract One Technologies](#) (TSX: XTRA)(OTCQX: XTRAF)(FRA: 0PL) (“Xtract One” or the “Company”), a leading technology-driven threat detection and security solution that prioritizes the patron access experience by leveraging AI, today announced its partnership with the [Wisconsin Center District](#) (WCD) to implement the Company’s SmartGateway system at all entrances of [Baird Center](#), Wisconsin’s largest convention center. Baird Center, owned and operated by WCD, is currently undergoing a USD \$456 million expansion set to unveil in May 2024. This three-year partnership serves as the Company’s first with a convention center, and a validation of the continuing innovation to deliver advanced weapons detection for the broadest set of weapons, without alerting on increasing levels of clutter typical of patrons at convention centers, commercial properties, and schools.

The newly renovated convention center is poised to be a cornerstone in further cementing Milwaukee’s standing as a dynamic and cutting-edge urban destination, and premier location for future conventions, expecting hundreds of thousands of visitors per year. With Xtract One, WCD advances Baird Center’s expansion with a modern security approach that will help the convention center achieve next-level patron experiences. This deployment aligns with WCD’s top priority for providing safe, fully accessible, and respectful facility services to all visitors at their facilities. The deployment of SmartGateway at Baird Center will ultimately enable advanced and unobtrusive throughput for all patrons entering the convention center.

“From public safety and flexible meeting spaces to robust Wi-Fi, and sensational food and beverage options, the expanded Baird Center is dedicated to providing a second-to-none experience for our clients and guests.” said Marty Brooks, CEO of Wisconsin Center District. “In partnering with Xtract One, we’ve found a mission-oriented company that aligns with our values to Be Bold. Be Proud. Be Experience Obsessed. We’re looking forward to working with their team to set the bar that much higher for forward-thinking event security in Milwaukee.”

SmartGateway revolutionizes event security by discreetly and accurately scanning patrons for weapons and prohibited items upon entry, enabled by AI-powered sensors that detect threats without the need for guests to remove personal items from their person. The advanced system replaces traditional metal detectors, ensuring fast, reliable, and unobtrusive screening for large venues, as well as critical security insights that maximize screening outcomes. Enabling entry times up to seven times faster than previously possible, SmartGateway optimizes the patron experience by creating safer spaces without compromising guests’ comfort.

“We’re excited for the city of Milwaukee to experience live events like never before with SmartGateway,” said Peter Evans, CEO of Xtract One. “As we expand our addressable market, with purpose-built innovation to serve the diverse needs of each market segment, we are pleased to deliver our first of convention center agreements and look forward to more. This marks a significant step in expanding our scope of forward-thinking customers. We look forward to contributing to the success of WCD and Baird Center in setting a new standard of security and innovation for the greater Milwaukee community.”

To learn more, visit www.xtractone.com.

About Xtract One

[Xtract One Technologies](#) is a leading technology-driven threat detection and security solution leveraging AI to provide seamless and secure patron access control experiences. The Company makes unobtrusive threat detection systems that enable venue building operators to prioritize and deliver improved patron experiences while providing unprecedented safety. Xtract One’s innovative Gateway product enables companies to covertly screen for weapons at points of entry without disrupting the flow of traffic. Its AI-based software allows venue and building operators to identify weapons and other threats inside and outside of facilities and receive valuable intelligence for optimizing operations. For more information, visit www.xtractone.com or connect on [Facebook](#), [Twitter](#), and [LinkedIn](#).

About Wisconsin Center District

Experience-obsessed and committed to creating unforgettable moments, the Wisconsin Center District (WCD) is a quasi-governmental body that operates the Wisconsin Center, which began its \$456 million expansion in 2021 to double its size; UW-Milwaukee Panther Arena; and Miller High Life Theatre in downtown Milwaukee. The WCD venues are within walking distance of leading hotels, retail establishments, attractions, dining, nightclubs and transportation. Created under Wisconsin State Statute in 1994, the WCD offers captivating- and buzzworthy- experiences, making Milwaukee a not-to-be-missed destination.

About Baird Center

Baird Center, located in the heart of downtown Milwaukee, is the hub of convention business in Wisconsin and is ideal for trade and consumer shows, conventions, banquets, business meetings and celebrations. The convention center is undergoing a \$456 million expansion to double its size, allowing the convention center to host multiple events simultaneously and offer flexible space arrangements to meet various clients' needs. The expansion will open May 16, 2024. For more information about the expansion, visit www.BuildingMore.com. For more information and to book an event, www.bairdcenter.com.

Forward Looking Statements

This news release contains forward-looking statements within the meaning of applicable securities laws. All statements that are not historical facts, including without limitation, statements regarding future estimates, plans, programs, forecasts, projections, objectives, assumptions, expectations, or beliefs of future performance, are "forward-looking statements". Forward-looking statements can be identified by the use of words such as "plans", "expects" or "does not expect", "is expected", "estimates", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or statements that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results, events, or developments to be materially different from any future results, events or developments expressed or implied by such forward looking statements. Such risks and uncertainties include, among others, the Company's limited operating history and lack of historical profits; risks related to the Company's business and financial position; fluctuations in the market price of the Common Shares; that the Company may not be able to accurately predict its rate of growth and profitability; risks related to the COVID-19 pandemic and its impact on the Company, economic conditions, and global markets; reliance on management; the Company's future requirements for additional financing, and the effect of capital market conditions and other factors on capital availability; competition, including from more established or better financed competitors; and the need to secure and maintain corporate alliances and partnerships, including with research and development institutions, clients and suppliers. These factors should be considered carefully, and readers are cautioned not to place undue reliance on such forward-looking statements. Although the Company has attempted to identify important risk factors that could cause actual actions, events, or results to differ materially from those described in forward-looking statements, there may be other risk factors that cause actions, events or results to differ from those anticipated, estimated or intended. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in forward-looking statements. The Company has no obligation to update any forward looking statement, even if new information becomes available as a result of future events, new information or for any other reason except as required by law.

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