

Holiday Island Holdings, Inc. Completes Reverse-Merger with XA Interactive, Inc. to Propel Growth in the Oil & Gas Industry

Orlando, Florida – July 10, 2023 – Holiday Island Holdings, Inc. (OTC Pink: "HIHI"), a leading participant in the recreational and remote living real estate industry, announces the completion of a reverse-merger with XA Interactive, Inc., a privately held firm specializing in Oil & Gas operations. The completion of the reverse-merger between the two companies marks the initiation of a recapitalization of HIHI, while propelling XA Interactive, Inc. into the advantages of public trading.

Under the terms of the Definitive Agreement, HIHI has officially transferred control of the public company to XA Interactive, Inc. in exchange for an undisclosed cash amount. This strategic maneuver establishes the foundation for expansion and propels XA into a new era of progress.

Expressing his enthusiasm about this groundbreaking development, S. Gene Thompson, CEO and Director of Holiday Island Holdings, Inc., stated, "On July 3, 2023, the reverse-merger between HIHI and XA was finalized. This is a monumental moment for the Company and its Shareholders." Thompson's optimistic perspective highlights the immense potential and benefits of this strategic alliance.

Likewise, Michael Prozer, Founder and CEO of XA Interactive, Inc., conveyed his satisfaction with the agreement, stating, "We are thrilled to finalize this mutually beneficial arrangement with HIHI. XA's focus now is on the growth of the Company to expand our oil and gas operations, increase revenue, and maximize shareholder value and stock liquidity." Prozer's statement illuminates the mutual vision between the two entities and their unwavering dedication to generating value for all stakeholders.

With a portfolio of oil and gas operations and millions of barrels in proven reserves, XA Interactive, Inc. has oil and gas land leases totaling approximately 20,000 acres under management and operates producing oil wells, with plans to develop additional wells in the future.

For more information, visit www.xainteractive.com

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Forward-Looking Statements Disclaimer:

This press release contains 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. In some cases, you can identify forward-looking statements by the following words: "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "ongoing," "plan," "potential," "predict," "project," "should," "will," "would," or the negative of these terms or other comparable terminology, although not all forward-looking statements contain these words. Forward-looking statements are not a guarantee of future performance or results, and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved. Forward-looking statements are based on information available at the time the statements are made and involve known and unknown risks, uncertainty and other factors that may cause our results, levels of activity, performance or achievements to be materially different from the information expressed or implied by the forward-looking statements in this press release. This press release should be considered in light of all filings of the Company that are contained in the Edgar Archives of the Securities and Exchange Commission at www.sec.gov.



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