



**Immediate Release:
March 22, 2022**

Bell Buckle Holdings, Inc. Appoints New Chief Executive Officer Robert Clegg.

Naples, FL, March 22, 2022 Bell Buckle Holdings, Inc. (OTC PINK: (BLLB), (OTC Pink: BLLB) (“The Company”))\$BLLB Bell Buckle Holdings Inc. Appoints Robert Clegg as Chief Executive Officer and Sole Director.

Bell Buckle Holdings Inc. (OTC PINK: BLLB) announces today that Kim Halvorson, CEO, President, and Board Member, is stepping down from those roles to pursue other opportunities with the various entities with which she is associated. Robert Clegg, one of the Company’s current Independent Board Members, will assume Ms. Halvorson’s roles.

“I’m proud of the progress we’ve made with Bell Buckle Holdings, Inc. in terms of reinstating its Pink Current status and removing the Caveat Emptor Designation from our Profile and Ticker,” commented outgoing CEO Kim Halvorson. “Robert Clegg has an impressive track record in the business world, I have always been confident his background and business experience are well suited to manage all existing and future opportunities for Bell Buckle Holdings Inc.,” further commented Kim Halvorson.

Mr. Clegg has been a leader in strategic planning, innovation, and development for various companies for over 25 years. He has initiated product launches from conception through development early in his career with Instructional Sports Software and Digital Impact. He served as interim CEO for Career DNA, launched iStadium, and Co-Founded Tabula Digita (now DimensionU.com) - and is a seasoned executive with expertise in product development and agile methodologies.

In Addition, Don Zeppenfeld has also stepped down as an independent board member to pursue other ventures and spend more time with his family in retirement.

As previously announced, Bell Buckle has an agreement to acquire \$20M of delinquent debt assets, which will be liquidated for cash. Acquisition costs are contractually locked in, a potential benefit, as prices in this industry have risen significantly in the past several months. The Company has agreements in place to pay for and acquire these assets and is in merger/acquisition discussions with various entities connected with this industry.

“Going forward, we will seek opportunities in various verticals, including FinTech and EdTech. Edtech is a field with which I’m very familiar,” says Robert Clegg, incoming CEO and Director. “We will continue to explore all

options for Bell Buckle Holdings, Inc. and adhere to OTC Markets' best practices and guidelines," said CEO Robert Clegg.

ABOUT BELL BUCKLE HOLDINGS:

Bell Buckle Holdings is engaged in purchasing outstanding consumer loans and debt instruments. Bell Buckle Holdings seeks market and off-market assets for acquisition, resolution, and liquidation in the multi trillion-dollar US market. We use strategic partners, including law firms, collection agencies and consulting firms to maximize return on investment, increase enterprise assets.



SAFE HARBOR STATEMENT

This press release contains forward-looking statements that can be identified by terminology such as "believes," "expects," "potential," "plans," "suggests," "may," "should," "could," "intends," or similar expressions. Many forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results to be materially different from any future results implied by such statements. These factors include, but are not limited to, our ability to continue to enhance our products and systems to address industry changes, our ability to expand our customer base and retain existing customers, our ability to effectively compete in our market segment, the lack of public information on our company, our ability to raise sufficient capital to fund our business, operations, our ability to continue as a going concern, and a limited public market for our common stock, among other risks. Many factors are difficult to predict accurately and are generally beyond the company's control. Forward-looking statements speak only as to the date they are made, and we do not undertake to update forward-looking statements to reflect circumstances or events that occur after the date the forward-looking statements are made.

Signed.

/S/ Mr. Robert Clegg

FOR MORE INFORMATION, PLEASE CONTACT:

For more information, press only:

PR CONTACT: Robert Clegg

5660 Strand Court: Unit #107

Naples, FL 34110

Email: info@bellbuckleholdings.com

Website: www.bellbuckleholdings.com