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BOWMO™, INC., APPOINTS MICHAEL R. NEECE COMPANY SPOKESPERSON

NEW YORK, NY, September 13, 2022 – bowmo™, Inc., a New York City–based HR-Tech company (“bowmo,” “Company”), has announced that after due consideration of the matter, the Company Board of Directors believes it to be advisable and in the best interests of the Company to appoint Michael R. Neece the Company’s Chief Marketing and Chief Product Officer, and the official spokesperson for the Company.

In his new capacity as the spokesperson for bowmo, Inc., Neece will be giving press and video interviews based on inquiries from various media outlets, both national and international.

Neece, the CEO of InterviewMastery, Inc., joined bowmo, Inc. in 2021 as the Company’s Chief Marketing and Chief Product Officer. In his roles, Neece oversees all marketing, recruiting, and product strategies for the Company, while spearheading the bowmo 2.0 development initiative.

About Michael R. Neece

Neece is a business executive with deep expertise in creating and implementing technologies and automations to optimize recruiting for employers, recruiters, and job seekers. He has founded seven technology-based companies in the recruiting sector and is the CEO of InterviewMastery.com, now powered by bowmo, Inc.

Neece previously held talent acquisition leadership roles at Hewlett-Packard, Fidelity Investments, and International Data Group. He is considered a leading expert on hiring, interviewing, and recruiting. He has also consulted for many large international companies and many hypergrowth start-ups.

Neece is a TEDx speaker and frequent contributor to the media, including Bloomberg, NBC, ABC, CBS, Fox News, MSNBC, the *Financial Times of London*, the *Wall Street Journal*, the *Washington Post*, *US News & World Report*, and the *New York Times*.

He has a master's in Engineering from Boston University and a BS in Physics from Worcester Polytechnic Institute. He is the father of three children, and an instrument-rated private pilot who loves flying seaplanes.

About bowmo™, Inc.

bowmo's ("the Company's") vision is to complete its Vertically Integrated Business Model (VIBM) capable of providing services and added value to all segments of the HR-Tech market in the US and worldwide.

bowmo's goal is to constantly improve the Company's HR-Tech platform to address present and future market needs ahead of completion by offering a unique combination of proprietary AI-based technology with a do-it-yourself sourcing experience able to match candidates to jobs without having to use keyword searches or Boolean strings.

bowmo's AI-driven platform will automate the end-to-end hiring processes with its AI-based matching engine while providing just-in-time content, resources, and tools, such as video interviewing and cultural and technical assessments so that hiring organizations can vet their candidates (bowmo: Software as a Service [SaaS]).

The bowmo VIBM will be complemented by our Recruiting as a Service (bowmo: RaaS), which allows clients to outsource the management of the recruiting process (RPO). The bowmo RaaS offering will complement the Company's improved HR-Tech platform by offering bowmo's clients a choice of high-touch and high-tech services strategically geared to market needs and objectives.

In addition, bowmo's VIBM offers unique added value via e-Learning programs by Interview Mastery® and Selecting Excellence™, designed by Michael R. Neece, one of the true pioneers in the HR e-Learning field. Both programs have been continually improving in order to solve the challenges of today's job-market realities for more than 20 years.

The Company's clients receive assistance across all recruiting functions, such as job-description development, branded career-page management, pre-employment and cultural assessments, and a video interview platform—all managed by a team of experienced recruiters.

With the bowmo HR-Tech platform as a foundation for the Company's VIBM—performing matching and sourcing at the core—bowmo is reshaping how businesses find talent and provide a quality on-demand experience.