



Realbotix Appoints David Binkowski as Chief Marketing Officer

Veteran marketer who has driven more than \$300 million in pre-order and e-commerce sales joins Realbotix on a fractional basis to launch new Echo Series Robots.

LAS VEGAS, NEVADA – September 29, 2026 – [Realbotix Corp.](#) (TSX-V: XBOT) (Frankfurt: 76M0.F) (OTC: XBOTF) (“Realbotix” or the “Company”), a leading developer of humanoid robots and AI systems, announces the appointment of David Binkowski as fractional Chief Marketing Officer, through his firm, Large Media LLC. Binkowski will lead marketing for Realbotix’s still unreleased Echo humanoid robots. The Echo series will be available for direct-to-consumer orders in the coming weeks.

In the role, Binkowski oversees the Echo go-to-market strategy, including paid media, public relations, digital strategy, content and community for the Company’s direct reservation program and volume sales to organizations. He reports to the Chief Executive Officer, Andrew Kiguel.

“Echo represents the introduction of a Realbotix direct-to-consumer online strategy,” said Andrew Kiguel, CEO of Realbotix. “David is experienced in launching consumer hardware before and has driven hundreds of millions in e-commerce sales. We are excited to add his expertise to our upcoming launch.”

Binkowski is President of Large Media LLC, a strategic marketing practice serving founder-led companies. Over a career of more than 25 years, he has driven more than \$300 million in pre-order and e-commerce sales for clients, including consumer hardware launches for Tile, Osmo and Sproutling. His B2B experience includes financial services and payments companies such as North American Bancard, as well as founder-led B2B services firms he currently advises as a fractional CMO. His brand work includes Procter & Gamble, Citi, American Express and Wells Fargo.

“Humanoid robotics is at a pivotal stage as the technology is moving toward broader consideration by buyers for home and workplace applications,” said Binkowski. “Realbotix has unique robots that look lifelike and have personality. My job is to make sure everyone who reserves an Echo, whether for their home or their organization, knows exactly what they’re getting and why it’s worth being early.”

About Realbotix

Realbotix Corp. is a U.S. based innovator of humanoid robots and embodied AI systems designed for natural human interaction. Manufactured in the United States, Realbotix’s patented technologies enable lifelike facial expressions, fluid movement, vision systems, and advanced social engagement. The Company’s platforms are developed for applications in healthcare, education, service industries, and consumer markets. For more information, visit www.realbotix.ai.

Realbotix.com: Product site

Realbotix.AI: Corporate and Investor site

Keep up-to-date on Realbotix developments by joining our online communities on [Twitter](#), [LinkedIn](#), and [YouTube](#).

Follow Aria, our humanoid robot, on [X](#), [Instagram](#), and [TikTok](#).

Contacts

Andrew Kiguel, CEO

Contact@realbotix.com

media@realbotix.com

sales@realbotix.com

Telephone: 647-578-7490

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