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TSX-V: THP

ELIMINATION OF SMALL SHAREHOLDING RESOLUTION

Vancouver, B.C. – February 23, 2017 – At the 2017 annual and special general meeting of shareholders of the Company scheduled for March 21, shareholder approval will be requested for a special resolution to restructure the Company’s share capital. The sole purpose of the restructuring is to provide shareholders of the Company who hold fewer than 500 common shares of the Company with a mechanism to liquidate their shareholdings in the Company without incurring prohibitively expensive brokerage fees often substantially greater than the value of their shareholding while reducing the Company’s continuous disclosure expenses including printing and mailing costs.

The proposed capital restructuring consolidates the Company’s common shares on a 1 for 500 basis on May 1, 2017 (or such other date as the Board of Directors of the Company in its sole discretion may determine) (the “Consolidation Date”) and subsequently subdivides the common shares of the Company on a 500 for 1 basis at 12:01 am on the first trading day following the Consolidation Date. Following the restructuring, any holders of less than one common share will cease to hold common shares in the Company and will be entitled to be paid cash consideration equal to the market value of their shares based on volume weighted average trading price of the common shares on the five (5) trading days immediately preceding the Consolidation Date for a period of two years. Following the consolidation and subdivision, any shareholder holding 500 or more common shares prior to the consolidation will continue to hold one common share for each pre-consolidation common share held by such shareholder.

The proposed consolidation and subsequent subdivision of the common shares of the Company is subject to shareholder approval and TSX Venture Exchange acceptance for filing.

For further information on investor or corporate matters please email totallyhip2@gmail.com.

TOTALLY HIP TECHNOLOGIES INC.

Symbol: THP-TSX Venture Exchange
12g3-2(b): 82-4556

Per: “James Boyce”

James Boyce, Director

This release may contain forward-looking statements that involve risks and uncertainties. Words such as “anticipates,” “expects,” “intends,” “plans,” “believes,” “may,” “will” and similar expressions are intended to identify forward-looking statements. Among the important factors that could cause actual results to differ materially from those in the forward-looking statements are Totally Hip’s ability to develop, complete, introduce, market, distribute and gain market acceptance for its products and technologies in a timely manner, announcements of technological innovations, new products or product enhancements by Totally Hip or its competitors; general market conditions; and other factors that may impact the Company or its business opportunities including factors detailed in Totally Hip’s filing with the Securities and Exchange Commission.