



BSM Technologies Announces Appointment of Chief Technology Officer

TORONTO, March 23, 2017 – BSM Technologies Inc. ("BSM" or the "Company") (TSX: GPS), a leading provider of remote monitoring, [fleet management](#), and [fleet diagnostics](#), today announced the appointment of Mr. Douglas Swanson as Chief Technology Officer of the Company. Mr. Swanson joins BSM effective April 3, 2017.

"The addition of Doug to our management team will ensure that our technology evolves as required to fulfill our longer-term vision for growth," said Aly Rahemtulla, President and Chief Executive Officer of BSM. "Doug's extensive management experience coupled with his commercial savvy make him a strong addition to our team and the ideal leader of our technology and engineering groups. In addition to ensuring that our near-term platform consolidation initiatives continue moving forward, he will leverage his recent work in the internet of things (IoT) and machine learning space to enrich our offering and drive growth in our business."

Mr. Swanson has more than 25-years of experience in research, software, hardware, architecture and management. In addition, Mr. Swanson's leadership experience ranges from managing large global multi-site and cross-functional teams to working with and expanding nascent technology companies. Most recently, Mr. Swanson was VP of Engineering at Intelligent Mechatronic Systems Inc. ("IMS"), where he drove IMS's technical vision and strategy and was responsible for the research and development of its IoT and machine learning platforms. His prior experience has involved extensive oversight of various technologies and includes a role as Director of Engineering for Blackberry Limited (formerly Research In Motion Limited) as well as more than eight years of experience with Cisco Systems working across various North American offices. Mr. Swanson holds a Bachelor of Applied Science, System Design Engineering from the University of Waterloo and is currently a Ph.D. student at the University of Waterloo.

"I am thrilled to be joining BSM at this exciting juncture in the Company's history," said Douglas Swanson, CTO, BSM. "Telematics is a fast-growing industry and BSM is at the forefront with a true end-to-end solution. I'm looking forward to driving further innovation and enhancing our market-leading platform."

About BSM Technologies Inc. (bsmwireless.com)

BSM Technologies Inc., through its subsidiaries, is a global top 20 commercial fleet telematics provider for automatic vehicle location (AVL) solutions that improve efficiency, accountability and reduce costs for fleet operators. BSM's end-to-end solutions automate record keeping and regulatory compliance, reduce fuel burn and idling, mitigate risk, and keep drivers safe. BSM provides solutions for commercial and government units who manage and operate diverse assets and large fleets that utilize its integrated [fleet tracking](#), [fleet maintenance](#), and intelligent business engine which provides real time, [web-based tracking](#) of mobile and fixed assets.

For more information, please visit <http://www.bsmwireless.com>

Cautionary Note Regarding Forward-Looking Statements

This news release includes certain forward-looking statements or information under applicable Canadian, U.S. and other securities laws. Such forward-looking information and statements are often, but not always, identified by the use of words such as "seek", "anticipate", "believe", "plan", "estimate", "expect" and "intend" and statements that an event or result "may", "will", "should", "could", or "might" occur or be achieved and any other similar expressions. Such forward-looking information includes but is not limited to, statements with respect to the Company's platform consolidation and enhancing the Company's enterprise solution in order to better serve the Company's customers and achieve greater commercial growth. These forward-looking statements, and any assumptions upon which they are based, are made in good faith and reflect our current judgment regarding the direction of our business and include, but are not limited to, successfully completing a hardware and software consolidation and developing an enhanced enterprise solution and current and future customers reacting positively to the enhance enterprise solution leading to increased commercial growth. Management believes that these assumptions are reasonable; however, some risks include, but are not limited to, the failure to efficiently or successfully complete hardware and software consolidation and the failure to develop an enhance enterprise solution. Forward-looking information is subject to known and unknown risks, uncertainties and other factors that could cause actual results to differ materially from those contained in the forward-looking information. Some of these risks, uncertainties and other factors are described under the heading "Risk Factors" in BSM's most recent annual information form available at www.sedar.com. Forward-looking statements or information are based on estimates and opinions of management at the date the statements are made. Except as required by applicable law, BSM does not undertake any obligation to update forward-looking information. Readers should not place undue reliance on forward-looking information.

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