ParcelPal Enables WooCommerce Retailers On-Demand Delivery in Vancouver

Vancouver, British Columbia, Canada – March 3, 2017 – ParcelPal Technology Inc. (OTC: PTNYF) (CSE: PKG.CN) (FSE:PT0) ("ParcelPal" or the "Company"), a technology driven logistics company that offers on-demand delivery of merchandise from leading retailers, restaurants, medical marijuana dispensaries and liquor stores, is pleased to announce the beta launch of their WooCommerce plug-in. The beta test will be available to WooCommerce merchants located in Vancouver, British Columbia, Canada. The select merchants are now able to directly integrate ParcelPal into their shopping cart or check out process to make ParcelPal the on demand shipping option for their customers.

WooCommerce develops eCommerce platform solutions for small to large merchants in North America and internationally. Launched on September 27, 2011, WooCommerce quickly became popular for its competitive price, simplicity to install, and customization. WooCommerce has over 2,000,000 active installs from online retailers and runs on approximately 30% of e-commerce sites.

In addition to the release of Shopify, The Company will continue developing plug-ins for the largest eCommerce platforms available in North America. These platforms include Magento, Etsy, BigCommerce, and PrestaShop. ParcelPal will recruit drivers as, when, and where required to service these merchants, and has the ability to scale where demand is highest.

President Kelly Abbott states, "As the shift from brick-and-mortar to online retail continues, the difficulties of managing last mile delivery grows. Customer expectations regarding time to delivery, the overall delivery experience, and open communication have forced eCommerce retailers to invest in new technology solutions to manage their last mile delivery operations.

As this experience makes its way to e-commerce, the stores that offer ParcelPal will have a competitive first-mover advantage. eCommerce stores everywhere can increase sales by offering faster shipping, and can improve customer satisfaction by getting packages to them faster."

About ParcelPal Technology Inc.

ParcelPal is a technology driven logistics company that connects consumers to the goods they love. Customers can shop at partner businesses and through the ParcelPal technology receive their purchased goods within an hour. The Company offers on-demand delivery of merchandise from leading retailers, restaurants, medical marijuana dispensaries and liquor stores in Vancouver and soon in major cities Canada-wide.

ParcelPal: www.parcelpal.com

The Canadian Securities Exchange ("CSE") or any other securities regulatory authority has not reviewed and does not accept responsibility for the adequacy or accuracy of this news release that has been prepared by management.

CSE – Symbol: **PKG**
FSE – Symbol: **PT0**
OTC – Symbol: **PTNYF**
Shares issued and outstanding: **28,188,558**

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Forward Looking Information

This news release contains forward looking statements relating to the Proposed Transaction, and the future potential of ParcelPal. Forward looking statements are often identified by terms such as "will", "may", "should", "intends", "anticipates", "expects", "plans" and similar expressions. All statements other than statements of historical fact, included in this release are forward looking statements that involve risks and uncertainties. These risks and uncertainties include, without limitation, the risk that the Proposed Transaction will not be completed due to, among other things, failure to execute definitive documentation, failure to complete satisfactory due diligence, failure to receive the approval of the CSE and the risk that ParcelPal will not be successful due to, among other things, general risks relating to the mobile application industry, failure of ParcelPal to gain market acceptance and potential challenges to the intellectual property utilized in ParcelPal. There can be no assurance that any forward looking statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements.

The Company cannot guarantee that any forward looking statement will materialize and the reader is cautioned not to place undue reliance on any forward looking information. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated. Forward looking statements contained in this news release are expressly qualified by this cautionary statement. The forward looking statements contained in this news release are made as of the date of this news release and the Company will only update or revise publicly any of the included forward looking statements as expressly required by Canadian securities laws.