



Multifamily Residential Insurance Carrier Recognizes Pioneering Technology's SmartBurner™ for Insurance Discount

- *MiddleOak specializes in Multifamily residential insurance and is now offering their policyholders a 7% insurance discount off the property premium for installing SmartBurner.*

Mississauga, ON (August 17, 2016) – Pioneering Technology Corporation (TSXV:PTE; OTC:PTEFF), ("Pioneering" or the "Company"), a technology company and North America's leader in cooking fire prevention technologies and products is very pleased to announce today that **MiddleOak**, an insurance carrier that specializes in multifamily insurance for apartments and community associations, announced to Pioneering that they now extend their fire safety discount of 7% off the property premium to all of their policyholders who install the SmartBurner product in their properties.

"This is a significant development recognizing the impact our cooking fire prevention technologies are having in helping prevent cooking fires, save lives, prevent injuries, and save money," said Kevin Callahan, CEO of Pioneering Technology. "We have many partnerships with insurance brokers and underwriters, but MiddleOak is the first insurance carrier to offer a premium discount that rewards policyholders for installing the SmartBurner product – it is a win, win for all."

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About MiddleOak: MiddleOak is the trade name for the Holyoke Mutual Insurance Company and Middlesex Mutual Assurance Company, specializing in multifamily insurance for apartments and community associations across the country. Middlesex Mutual Assurance Company, was formed in 1836, and Holyoke Mutual Insurance Company in Salem, was founded in 1843. MiddleOak provides multifamily insurance in selected states through its network of authorized agents in 33 states across the United States. MiddleOak agencies and policyholders understand the company commitment to "Making Insurance Right" is the core value driving their business. www.middleoak.com.

About Pioneering Technology Corp: Pioneering, based in Mississauga, Ontario is an "energy smart" technology company and North America's leader in innovative cooking fire prevention technologies. Pioneering engineers and brings to market energy-smart solutions for everyday consumer appliances making them safer, smarter, and more efficient. The company's patented technologies/products address a multi-billion-dollar problem - cooking fires. According to the National Fire Protection Association, stovetop cooking is the number one cause of household fire and fire injuries in North America (48% of all household fires - up from 20% in 1980). Pioneering's temperature limiting control (TLC) technology is now installed in well over 150,000 multi-residential housing units across North America without a single cooking fire being reported and delivering a return on investment for its customers. Pioneering has proprietary cooking fire prevention solutions, including its trademarked Safe-T-element, SmartBurner, RangeMinder & Safe-T-sensor, for the majority of the more than 140 million stoves/ranges and over 140 million microwave ovens throughout North America. For more info, go to www.pioneeringtech.com.

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The TSX Venture Exchange Inc. has neither approved nor disapproved the contents of this press release