FOR IMMEDIATE RELEASE
January 25, 2016

3TL SIGNS THIRD LICENSE AGREEMENT TO PROVIDE DIGITAL MARKETING TECHNOLOGY FOR FORTUNE 500 BEVERAGE COMPANY FOR A PROMOTION IN COLLABORATION WITH THE LARGEST SELLING TORTILLA CHIP BRAND

VANCOUVER, B.C. (January 25, 2016) – 3TL Technologies Corp. (TSXV: TTM)(OTCQB: TTMZF) (the "Company" or "3TL") announced today that its wholly owned subsidiary, 3 Tier Logic Inc., has signed a license agreement with an advertising agency to provide its Software as a Service ("SaaS") digital marketing technology, Platform^3, to a Fortune 500 beverage company for a promotion in collaboration with the top selling tortilla chip brand in the U.S. The promotion will take place in all of the stores of the fastest-growing, employee-owned supermarket chain in the U.S.

This agreement marks the third time that the Fortune 500 beverage company will use 3TL's technology. (See press releases dated January 7, 2016 and January 20, 2016) Platform^3 will be used for a promotion of the fifth-largest selling soft drink in the U.S., one of the many drink brands owned by the beverage company. The top selling tortilla chip brand is owned by the second largest food and beverage company in the world.

Under the license agreement the Company's proprietary Optical Character Recognition (receipt scanning) module of Platform^3 will enable a campaign where consumers who purchase $12 of participating soft drink and/or the tortilla chip products will have the opportunity to upload their receipt to a designated website for validation. Once their receipt is validated, they will receive a reward code valid for a $5 admission to see any movie at theatres in the U.S.

"When leading U.S. snack food manufacturers and retailers come together to use Platform^3's receipt scanning technology in a single collaborative promotion it demonstrates the market demand, by both business and consumers, for the use of mobile marketing technologies," said Rob Craig, CEO of 3TL Technologies. "The repeat business from a major brand is further validation that Platform^3 is providing value for advertising agencies and customers with major annual shopper marketing budgets."

Platform^3 is 3TL's proprietary SaaS-based digital marketing platform, which includes integrated modules for, optical character recognition (receipt scanning), consumer-to-consumer content sharing, rewards and loyalty, data mining and customer relationship management. Platform^3's optical character recognition mobile shopper marketing technology enables the promotion to take place by 'reading' the uploaded receipts, verifying proof-of-purchase, and awarding rewards on a consumer-specific basis.

For further information, please contact:

3 TL Technologies Corp.
Robert Craig
Chief Executive Officer
(604) 639-5441
rcraig@3tierlogic.com

About 3TL Technologies Corp.
Platform^3 is a Software as a Service (SaaS) consumer marketing platform. It enables Consumer Packaged Goods (CPG) companies and consumer brands to engage shoppers through their mobile device and influence their purchasing decisions. Platform^3 encompasses proprietary consumer engagement strategies and technology modules including optical character recognition (purchase receipt scanning), digital promotions, purchase data mining, loyalty and rewards. CPG companies and major retail brands use Platform^3 to influence and incentivize shoppers to interact with their brand and make purchases in-store and online.

For more information, visit 3tltechcorp.com.

For additional information about the company please visit www.sedar.com. The TSX Venture Exchange Inc. has in no way passed upon the merits of the transaction and has neither approved nor disapproved the contents of this press release. Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release. This news release contains forward-looking information, which involves known and unknown risks, uncertainties and other factors that may cause actual events to differ materially from current expectation. Important factors - including the availability of funds and the results of financing efforts, - that could cause actual results to differ materially from the Company's expectations are disclosed in the Company's documents filed from time to time on SEDAR (see www.sedar.com). Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. The Company disclaims any intention or obligation, except to the extent required by law, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

\# \# \#