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3TL PROVIDES UPDATE ON GROWTH STRATEGY

VANCOUVER, B.C. (February 8, 2016) – 3TL Technologies Corp. (TSXV: TTM)(OTCQB: TTMZF) (the "Company" or "3TL") provide an update regarding its growth strategy and progress.

In 2015 3TL positioned the Company to be a leader in the consumer packaged goods ("CPG") digital marketing sector:

- made investments in developing Platform^3, including the launch of its optical character recognition module that facilitates shopper marketing promotions by 'reading' uploaded receipts, verifying proof-of-purchase, and awarding rewards on a consumer-specific basis
- closed reference accounts validating Platform^3's shopper marketing solution with leading U.S. brands
- established a sales pipeline of U.S. based CPG companies with large annual marketing budgets
- established relationships with leading advertising agencies that work with major CPG companies to allocate annual digital spending and implement new technologies

In 2016, 3TL is positioned for a breakthrough year:

- announced 6 new CPG shopper marketing promotions with leading CPG companies in January 2016 compared to closing 12 reference accounts in all of 2015
- sales pipeline grown to over 200 CPG brands mostly based in the U.S.
- sales pipeline includes repeat customers for short-term shopper marketing promotions and a growing number of CPG companies for annual subscriptions

"We worked hard in 2015 to position 3TL for rapid growth in 2016 and beyond by adding a key module to our digital marketing platform and enhancing its security and scalability. We identified the CPG sector as the largest target market where we can add big value and access annual marketing budgets. And we validated our solution by closing reference accounts to provide our platform for shopper marketing promotions for major CPG brands," said Rob Craig, CEO of 3TL Technologies Corp. "We are off to great start in 2016 and look forward to a breakthrough year for customer satisfaction and revenue growth."

The global CPG sector is growing by almost US$500 billion per year and is expected to nearly double in size from US$ 8 trillion in 2014 to US$ 14 trillion by 2025 according to McKinsey's Global Growth Compass report. Online sales will account for close to half of CPG growth over the next five years according to a 2013 report by the Grocery Manufacturers Association.

Historically, CPG companies have distributed their products through retailers, with little or no direct connection with their consumers. To capitalize on the rapidly expanding ecommerce opportunity, CPG companies need to start connecting directly with their consumers.

3TL's core product, Platform³, is a proprietary digital marketing platform which enables CPG companies engage directly with their consumers via mobile and online devices to influence purchasing behaviour, provide loyalty and rewards, and promote the CPG brand by enabling consumer-to-consumer sharing through social channels, all while collecting valuable consumer data. Platform³ is sold as a software-as-a-service ("SaaS") license for short-term shopper marketing promotions and annual subscriptions.

One of the key differentiators of 3TL's Platform³ is its consumer-to-consumer content sharing module, which enables CPG companies to publish content promoting their brands and reward consumers for sharing that content through Facebook, Twitter and Instagram. According to a study by Neilson, 92% of consumers rate friend referrals as the most trusted form of media - Platform³ leverages social channels to accelerate mobile digital referrals.

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About 3TL Technologies Corp.
Platform³ 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. Platform³ 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 Platform³ to influence and incentivize shoppers to interact with their brand and make purchases in-store and online. For more information, visit 3tltechcorp.com.

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