FOR IMMEDIATE RELEASE
April 14, 2016

3TL SIGNS AGREEMENT TO PROVIDE PLATFORM³ FOR LEADING DEODORANT BRAND

VANCOUVER, B.C. (April 14, 2016) – 3TL Technologies Corp. (TSXV: TTM)(OTCQB: TTMZF) (the "Company" or "3TL") announced today that it has signed a license agreement to provide Platform³ to promote the deodorant products of a leading brand owned by a multinational consumer and industrial products company. The shopper marketing promotion is planned to commence in late April 2016 and run until early June 2016 at retail locations across the U.S.

Under the license agreement Platform³, the Company's proprietary software-as-a-service (SaaS) technology, will be used to enable mobile digital rewards for consumers who purchase the designated deodorant products in retail locations across the U.S. Consumers who purchase three of the participating products in a single transaction during the promotion period will have the opportunity to submit an image of their receipts online for validation. Once their receipts are validated they will receive a reward code via email, valid for a US$8 certificate that can be redeemed for admission to a major action movie that premiers in May 2016.

"Since Platform³ is provided to our customers as software-as-a-service we are able to quickly and efficiently enable shopper marketing promotions for leading brands. Our investment in building a software platform that is delivered through the cloud and is easy to use and implement is paying off, as evidenced by the significant increase in license agreements signed this year," said Rob Craig, CEO of 3TL Technologies. "Leading brands and ad agencies are using our technology to connect directly with consumers through mobile devices and reward them for purchasing their products, while collecting big data about who their consumers are, and when and where their products are being purchased."

3TL differentiates by providing leading consumer packaged goods companies and advertising agencies Platform³, its proprietary SaaS 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. Platform³'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:

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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.

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