3tl Technologies Corp. Announces License Agreement to Provide PLATFORM3 to the Toro Company

VANCOUVER, Feb. 23, 2017 /CNW/ - 3tl Technologies Corp. (TSXV: TTM)(OTCQB: TTMZF) (the "Company" or "3tl") announced a two-year license agreement (the "Agreement") to provide PLATFORM³, its Software as a Service (SaaS) consumer marketing platform, to The Toro Company (NYSE: TTC) ("Toro"). To learn more about the program please visit http://tororewards.com/home

Toro will use PLATFORM³ as the operating software of its new Landscape Contractor Loyalty Rewards Program and will also use the full suite of PLATFORM³ modules, including contests and promotions; purchase receipt validation; loyalty, rewards & gamification; social content sharing; and analytics.

PLATFORM³ will enable Toro's landscape contractor customer base to earn rewards in exchange for purchasing Toro parts and accessories, viewing online videos, and sharing Toro content via social networks.

"We are excited to provide our professional landscape contractor customer base with an innovative, mobile-based loyalty rewards program," reveals Toro Aftermarket Marketing Manager Kim Wellman. "We believe this will be a great way to enhance our brand and, more importantly, serve as an added value for our customers."

"Toro will use PLATFORM³ to provide its customers with initial purchase and frequent purchase incentives as part of its Partner Program," explains Rob Craig, CEO of 3tl. "We see the business-to-business market playing a significant role in our growth plans and are excited to partner with such a great brand. We built PLATFORM³ to make it easy for brands to implement and for consumers to use, while at the same time providing fully integrated functions in a single SaaS platform."

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.

About The Toro Company

The Toro Company (NYSE: TTC) is a leading worldwide provider of innovative solutions for the outdoor environment including turf, snow and ground engaging equipment, and irrigation and outdoor lighting solutions. With sales of $2.4 billion in fiscal 2016, Toro's global presence extends to more than 90 countries. Through constant innovation and caring relationships built on trust and integrity, Toro and its family of brands have built a legacy of excellence by helping customers care for golf courses, landscapes, sports fields, public green spaces, commercial and residential properties and agricultural fields.

For more information, visit www.toro.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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