

# 3tl Technologies Corp. Announces 8th License Agreement to Provide PLATFORM<sup>3</sup> For Multinational Confectionery and Pet Food Company

VANCOUVER, June 20, 2017 /CNW/ - 3tl Technologies Corp. (TSXV: TTM)(OTCQB: TTMZF) (the "Company" or "3tl") announced an agreement to provide PLATFORM<sup>3</sup>, its Software as a Service (SaaS) consumer marketing platform, to host a digital shopper marketing promotion for a pet food brand (the "Brand") owned by a multinational confectionery and pet food company (the "Brand Owner").

PLATFORM<sup>3</sup> will be used as the mobile platform for a shopper marketing promotion to promote the Brand in retail locations across Canada. The promotion is expected to commence in September 2017 and run for two months. Consumers of the Brand who validate their purchase receipts with their mobile devices on PLATFORM<sup>3</sup> will be rewarded with entries into a sweepstakes to win cash prizes.

The pet food Brand is part of 61 brands owned by the multinational confectionery and pet food company. 3tl has previously licensed PLATFORM<sup>3</sup> for seven other shopper-marketing promotions for the Brand Owner (please see news release dated May 9, 2017).

"2017 is shaping up to be a breakthrough year for 3tl driven by repeat business and longer term license agreements with leading brands," said Rob Craig, CEO of 3tl. "PLATFORM<sup>3</sup> is proving to be a valuable tool for consumer packaged goods brands, enabling them to connect directly with consumers on mobile devices in retail stores and influence purchasing decisions with rewards. Brands who sign on for longer term agreements are leveraging our Artificial Intelligence modules to retarget consumers based on purchasing behaviour and demographics collected by PLATFORM<sup>3</sup>."

## About 3tl Technologies Corp.

PLATFORM<sup>3</sup> 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<sup>3</sup> 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<sup>3</sup> to influence and incentivize shoppers to interact with their brand and make purchases in-store and online.

For more information, visit [3tltechcorp.com](http://3tltechcorp.com).

For additional information about the company please visit [www.sedar.com](http://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](http://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.

SOURCE 3tl Technologies Corp.

View original content: <http://www.newswire.ca/en/releases/archive/June2017/20/c7225.html>

%SEDAR: 00033184E

**For further information:** 3tl Technologies Corp., Robert Craig, Chief Executive Officer, (604) 639-5441, [rcraig@3tierlogic.com](mailto:rcraig@3tierlogic.com)

CO: 3tl Technologies Corp.

CNW 09:00e 20-JUN-17