3tl Technologies launches U.S. based sales group

VANCOUVER, Jan. 11, 2018 /CNW/ - 3tl Technologies Corp. (TSXV: TTM) (OTCQB: TTMZF) (the "Company" or "3tl") announces that it has established a sales group in the U.S. The Company appointed Marc Reintjes to lead the U.S. based sales group as Senior Strategist and Team Lead for the U.S. Sales Group. Marc will be responsible for driving 3tl's go-to-market strategy and business development initiatives in the U.S. market. 3tl also appointed Keith Whitacre and Michael Vella each to the position, Director, National Accounts USA. Keith and Michael will report to Marc Reintjes.

"Marc, Keith and Michael are all senior sales executives with decades of combined experience and strong relationships with leading consumer brands and major retailers. In 2017, we grew revenues by about 80% working with part-time consultants and inside sales," said Rob Craig, CEO of 3tl. "Our newly formed sales team will help lead the next wave of growth, innovation and customer successes."

Marc held multiple roles in executive leadership, sales training, coaching and development at The Walt Disney Company (NYSE:DIS) where he spent 24 years. As Executive Director, International Sales and Distribution, Marc led global best practices for Disney teams worldwide.

"3 tier logic is a brilliant brand that enables consumer packaged goods brands and retailers to connect with their consumers in a way that consumers desire today via their mobile devices," said Marc Reintjes. "Digital interaction has arrived and 3 tier logic is at the forefront of this exciting interaction bringing together today's customers, brands and retailers. It is indeed a pleasure to be working with this team."

During his twenty-year tenure at The Walt Disney Company, Keith's most recent position was Director National Accounts where he managed major retail accounts including Target, Sam's Club, Meijer, Kroger, Kmart and Fred Meyer. He brings years of experience and connections in retail and consumer packaged goods.

Michael's career includes National Accounts Manager positions at SodaStream International and The Walt Disney Company where he managed major retail accounts including Amazon.com, Costco Wholesale, Kroger Regional Divisions and Ingram Entertainment.

The addition of the U.S. Sales Group reflects 3tl's commitment to growing market share in the U.S. The number of U.S. based, global brands subscribing to PLATFORM³, 3tl's proprietary, mobile-based consumer marketing technology, continues to grow.

The Company wishes to announce that David Raffa has resigned as Chair but has offered to remain on the Board as an independent Board member. "I have enjoyed my time as founding Chair of 3tl but it is time to pass on the mantle," said David Raffa. The Company wishes to announce that Kim Oishi has been appointed Executive Chairman, effective immediately. "On behalf of the Board, I would like to thank David for his service to the Company as Chairman from its inception as a public company," said Kim Oishi. "I look forward to working with Rob Craig and the board as 3tl launches its U.S. sales team to accelerate growth." "David has been an invaluable Board member, bringing his extensive knowledge of the technology sector into our boardroom. I have really appreciated his inputs and am glad he has agreed to remain on our Board," stated CEO, Rob Craig.

About 3tl Technologies Corp.
3tl has developed a proprietary, mobile-based consumer marketing platform – PLATFORM³ – that is sold to global Consumer Packaged Goods (CPG) companies and consumer brands. PLATFORM³ is delivered as a subscription service (Software as a Service model) and used by CPG companies to engage consumers, reward purchases and collect valuable consumer data. PLATFORM³ incorporates Artificial Intelligence and Machine Learning to monetize the consumer data, including demographics and purchasing behaviour, by sending consumers targeted offers by email and text messages.

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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