

3tl Technologies signs two new license agreements

VANCOUVER, Feb. 14, 2018 /CNW/ - 3tl Technologies Corp. (TSXV: TTM)(OTCQB: TTMZF) (the "Company" or "3tl") is pleased to announce that it has signed two new license agreements with a multinational manufacturer and marketer of consumer and professional products including healthcare, food, and household products (the "Manufacturer"), and a leading life science company. (the "Life Science Company").

The Manufacturer, which generated sales of \$6.0 billion in 2017 from over 10 brands, will use **PLATFORM**, 3tl's Software as a Service (SaaS) consumer marketing platform, to host a shopper marketing program. Under the program, consumers who purchase any three (3) qualifying waste products at participating retailers can register and submit an image of their receipt on a branded Microsite to receive a reward. 3tl will be paid a license fee for the promotion, which is scheduled to launch in May and run for four months.

The Life Science Company, which has an annual revenue of over \$57 billion will use **PLATFORM** to host a shopper marketing program where consumers who purchase qualifying animal health control products at participating veterinary offices can register and submit an image of their receipt on a branded Microsite to receive a reward. 3tl will be paid a license fee for the promotion, which is scheduled to launch in the first week of March and run for four months for its first wave, and continue in September for its second wave, which will run for three additional months.

Under the license agreements, these companies will use **PLATFORM** to host a digital shopper marketing promotion, engage consumers via mobile devices, reward purchases and collect valuable consumer data. 3tl will use **PLATFORM** to configure Microsites that will host various modules associated with the Software Services, including Contests & Promotions, Purchase Receipt Validation and Data Capture & Analytics. Users visiting the microsites will upload an image of their purchase receipt and upon purchase validation will receive rewards.

"Our portfolio of programs for 2018 is rapidly increasing and we are grateful for the opportunity to keep growing," said Robert Craig, 3tl's CEO. "Launching and managing programs for first-rate companies is a testament to the success of our platform's AI and Machine Learning capabilities in connecting brands to their consumers."

About 3tl Technologies Corp.

3tl has developed a proprietary, mobile-based consumer marketing platform – **PLATFORM** – that is sold to global Consumer Packaged Goods (CPG) companies and consumer brands. **PLATFORM** 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. **PLATFORM** 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 3ttechcorp.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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