3tl Technologies Signs Master Service Agreement with Leading Film and TV Studio

VANCOUVER, Feb. 21, 2018 /CNW/ - 3tl Technologies Corp. (TSXV: TTM)(OTCQB: TTMZF) (the "Company" or "3tl") is pleased to announce that it has signed a one-year Master Service Agreement ("MSA") with a leading global film and TV studio (the "Studio").

The MSA, which is a one year contract between 3tl and the Studio, includes mutually agreed upon terms that will govern all future transactions and agreements such as: legal requirements, delivery of software, services and customer support. These terms, including the scope of the promotion and payment for software and services, will be set out in a Statement of Work for each project.

Under the MSA, the Studio will use ***PLATFORM***^{3} to host digital shopper marketing promotions, for movies produced and distributed by the Studio. ***PLATFORM***^{3} will be used to engage consumers via mobile devices, reward purchases and collect valuable consumer data. ***PLATFORM***^{3}**'s** Artificial Intelligence and Machine Learning modules will enable the Studio to monetize the consumer data by targeting offers based on consumers' purchasing behaviour and demographics.

"We're very excited to be working with the Studio to help them connect directly with consumers," said Robert Craig, 3tl's CEO. "The annual agreement will allow the Studio to learn more about their consumers' preferences so they can increase the impact of rewards and targeted offers. ***PLATFORM***^{3} is designed to motivate initial purchases, and provide tools to motivate purchase frequency and reward loyalty, such that return on investment increases for longer term licenses."

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