Datable signs three licensing agreements with leading consumer brands

VANCOUVER, March 18, 2019 /CNW/ - Datable Technology Corp. (TSXV: DAC) (OTCQB: TTMZF) (the "Company" or "DTC"), formerly 3tl Technologies Corp., a technology company whose core product, *PLATFORM*^{3}, is an integrated suite of digital marketing applications sold as Software-as-a-Service (SaaS), announces that it has signed three license agreements with leading brands including a repeat customer and two new customers. These agreements will generate over $176,000 in licensing revenues plus transactions revenues.

The returning customer is a popular Canadian bread brand who has previously signed a license agreement for a gift-with-purchase promotion. This new license agreement will see the launch of a 23-week national sweepstakes program where consumers who purchase qualifying products from participating retailers can register and submit an image of their receipt on a branded microsite to receive entries into a sweepstakes promotion, starting April 2019.

The first new customer is a division of a multinational soft drink company that produces ultrafiltered milk. This short-term license agreement includes a gift-with-purchase promotion and sweepstakes for purchases made from select consumer retailers. The gift-with-purchase promotion started in late February 2019 and will run for 33 weeks.

The second new customer is an independent provider of electronic alternatives to cigarettes and sister company to a large tobacco company. This customer has signed a long-term license agreement to launch a national pin code loyalty program across the United States. The loyalty program will start in 2019 for an initial one-year term and will encourage users to purchase branded products in order to receive a pin code to redeem for loyalty points and digital rewards.

Under these agreements, all three customers will use *PLATFORM*^{3} 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 Customer to monetize the consumer data by targeting offers based on consumers' purchasing behaviour and demographics.

Additionally, Datable Technology Corp. is pleased to announce it has entered into an Investor Relations advisory agreement (the "Agreement"), with 1830012 Ontario Ltd. o/a Circadian Group ("Circadian"), owners of the Wealthy Venture Capitalist and The Cannabis Investor media outlets. Circadian will provide the Company with investor relations services including capital markets awareness services and will be paid an average of $8,125 per month for a period of 12 months. Under the terms of the Agreement Circadian was granted 1,000,000 stock options at an exercise price of $0.09 which corresponds to the market price of Datable's stock on March 14, 2019, the day the agreement was signed. The options shall vest quarterly over a 12 month period. The agreement is subject to the approval of the TSX Venture Exchange.

About Datable Technology Corp.

DTC 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 datablecorp.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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CNW 08:30e 18-MAR-19