HITCASE Launches ENDURO, The First Slim Rugged Case Unveiled in the New Active Series

Lightweight, drop-proof, dirt-proof iPhone case designed to take a beating and go the distance

VANCOUVER, BC—August 23, 2018 – HIT Technologies Inc. (TSX VENTURE: HIT) ("HIT" or the "Company") announced today its new ENDURO case – a rugged, drop-proof, dirt and dust-proof lightweight protective case for the iPhone X and future iPhone models. ENDURO, launching today, is the first product in the all new Active Series, which will feature several new designs. Expect to see the next Active Series product launch this fall alongside Apple's new iPhone announcements. HIT Technologies Inc. designs, develops, manufactures and distributes the world's most advanced protective products for iPhone.

Continuing with the HITCASE ethos of quality engineering and user-centric design, the HITCASE ENDURO is designed to go the distance for people who live an active, on-the-go lifestyle. Built to withstand hard-hitting drops and daily wear, this lightweight and slim case offers MIL-SPEC drop-proof and shatter-proof protection along with dirt, dust, sand and liquid-proof port coverage with no compromise in audio quality. The Action REDi red button is a signature design feature that prompts the user to capture photo and video adventures with ease. HITCASE ENDURO ships today for an early special of $39.99 (regular $49.99) on Amazon and Hitcase.com.

"ENDURO is the first in a series of all new Active Series of products, which begins a new era of products and designs for the company," said Brooks Bergreen, CEO and founder of HITCASE. "We're very excited to begin bringing our design and innovation focus to a new customer segment and a new style of protective products in this fast growing space."

ENDURO Design Features and Specs:

- Available for iPhone X and beyond in Black
- DuroSoft TPU exterior bumper fully encloses your iPhone, offering MIL-SPEC shock rating to 6 feet / 2 meters
- EnFrame chassis suspends the iPhone within the case, providing air-cushioning for big-drop protection
- 2mm raised lip and camera area protects screen/lens face from scratching
- HITCASE signature Action REDi button to capture photo and video content with ease
- Ultra thin screen membrane feels as though there is no screen protector
- Soft-grip exterior, pocketable but confident grip
- Dirt, dust, sand and liquid port and lightning coverage
- Compatible with wireless charging
- HITCASE signature transparent back provides window to your device
- Lightweight: 44g
- Slim design: 156 x 82 x 12 mm
- 30-day money back guarantee

- 1-year limited product warranty

Additional HITCASE protective cases include the Crio, Shield LINK and PRO models, and the TrueLUX magnetic lens system are all part of the HITCASE Adventure Series.

About HIT Technologies Inc.
HIT Technologies, Inc. (TSX VENTURE: HIT), headquartered in Vancouver, British Columbia, Canada, under the brand HITCASE, makes the world's most innovative mobile accessories using patented technologies and quality materials. By designing industry leading device protection, the TrueLUX® lens system and versatile mounts, our products protect devices while turning them into a better camera. HITCASE is getting the world Ready for Adventure®, one HITCASE at a time. Find out more at hitcase.com and follow @hitcase.

Forward-Looking Statements

This news release contains certain "forward-looking information" within the meaning of applicable Canadian securities laws that are based on expectations, estimates and projections as at the date of this news release. The information in this release about the Company's anticipated use of available funds, and the future plans and objectives of the Company are forward-looking information.

Any statements that involve discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward-looking information and are intended to identify forward-looking information.

This forward-looking information is based on reasonable assumptions and estimates of management of the Company at the time it was made, and involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking information. Such factors include, among others, global economic climate; dilution; the Company's limited operating history; future capital needs and uncertainty of additional financing; the competitive nature of the industry; currency exchange risks; the need for the Company to manage its planned growth and *expansion; the effects of product development and need for continued technology change; protection of proprietary rights; the effect of government regulation and compliance on the Company and the industry; network security risks; the ability of the Company to maintain properly working systems; theft and risk of physical harm to personnel; reliance on key personnel; global economic and financial market deterioration impeding access to capital or increasing the cost of capital; and volatile securities markets impacting security pricing unrelated to operating performance. Although the Company has attempted to identify important factors that could cause actual results to differ materially, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such statements will prove to be accurate as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking information. The Company undertakes no obligation to revise or update any forward-looking information other than as required by law.*

For investor information, contact:
invest@hitcase.com
www.hitcase.com/invest

For media inquiries, contact:
Xenia Moore, Moore Baker Media 619-508-0488 / **xenia@moorebakermedia.com**
Michele Baker, Moore Baker Media 858-449-3619 / **michele@moorebakermedia.com**