

SUBSCRIBE TECHNOLOGIES INC.

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FOR IMMEDIATE RELEASE

Symbol: SAAS

SUBSCRIBE TECHNOLOGIES ANNOUNCES LAUNCH OF NEW CORPORATE WEBSITE

Vancouver, BC – January 11, 2017: Subscribe Technologies Inc. (CSE: SAAS) (the “Company”) is pleased to announce the launch of its new corporate website now live at www.subscribetechnology.com.

About Subscribe Technologies Inc.

Subscribe Technologies Inc. develops and acquires SaaS (Software as a Service) businesses and in turn operates, manage and market the services. Subscribe Technologies' flagship product is bContact.com, a cloud based SaaS business offering small and medium sized companies access to a fully integrated set of business management tools including a CRM, accounting, banking, invoicing, billing, quotations and many other useful features.

Learn more at www.subscribetechnology.com

On behalf of the Board of Directors,
Subscribe Technologies Inc.
Paul Dickson, CEO

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This press release may contain “forward-looking information” within the meaning of applicable Canadian securities legislation. All statements, other than statements of historical fact, included herein may be forward-looking information. Generally, forward-looking information may be identified by the use of forward-looking terminology such as “plans” “expects” or “does not expect”, “proposed”, “is expected”, “estimates”, “forecasts”, “intends”, “anticipates” or “does not anticipate”, or “believes”, or variations of such words and phrases, or by the use of words or phrases which state that certain actions, events or results may, could, would, or might occur or be achieved. This forward-looking information in respect of the Company reflects the Company’s as the case may be, current beliefs and is based on information currently available to the Company and on assumptions the Company as the case may be, believes are reasonable.

Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward-looking information. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. Accordingly, readers should not place undue reliance on forward-looking information as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated. Forward-looking statements contained in this press release are expressly qualified by this cautionary statement.

The forward-looking statements contained in this press release represent the expectations of the Company as of the date of this press release and, accordingly, are subject to change after such date. However, the Company expressly disclaims any

intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as expressly required by applicable securities law.

Neither Canadian Securities Exchange nor its Market Regulator (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this news release.