



ParcelPal Launches New Marketing Initiatives in preparation for Toronto Expansion

Vancouver, British Columbia, Canada – March 6th, 2017 – ParcelPal Technology Inc. (OTC: PTNYF) (CSE: [PKG.CN](#)) (FSE:PTO) (“ParcelPal” or the “Company”), a technology driven logistics company that offers on-demand delivery of merchandise from leading retailers, restaurants, medical marijuana dispensaries and liquor stores announces the launch of extensive marketing initiatives in preparation of its expansion to Toronto.

As the Company continues its expansion, it has begun recruitment of couriers in Canadian cities through a highly targeted digital marketing campaign, focusing on users already working in the sharing economy and businesses in each vertical we feel would immediately see the benefits of offering on-demand delivery to their customers.

In addition, ParcelPal’s social media campaigns on Facebook, Twitter and Instagram are designed to promote and educate consumers on the benefits of using ParcelPal and to market the food, marijuana, alcohol and retail items of our business partners.

Furthermore, ParcelPal announces the final stage of its development of the marketplace app, which will proceed to beta. This app will allow consumers to order directly from their smart phone and have items delivered within an hour. By creating a marketplace where consumers can purchase anything from anyone without having to open new sites or apps, ParcelPal is able to increase the customer base for participating businesses.

President Kelly Abbott states, “ParcelPal’s online storefronts and market place app experience will complete the loop for consumers by allowing them to quickly search and identify ParcelPal partners that offer one hour, on-demand delivery. As a value added partner to any industry, our goal is to continually find new and exciting ways to increase and engage new and returning customers that will increase revenue flow for us and our partners.”

As ParcelPal gets closer to the launch of the app and the anticipated expansion into new cities, ParcelPal will launching guerilla marketing tactics in high density, target rich areas to increase awareness and to drive downloads of the ParcelPal marketplace app.

About ParcelPal Technology Inc.

ParcelPal is a technology driven logistics company that connects consumers to the goods they love. Customers can shop at partner businesses and through the ParcelPal technology receive their purchased goods within an hour. The Company offers on-demand delivery of merchandise from leading retailers, restaurants, medical marijuana dispensaries and liquor stores in Vancouver and soon in major cities Canada-wide.

ParcelPal: www.parcelpal.com

The Canadian Securities Exchange ("CSE") or any other securities regulatory authority has not reviewed and does not accept responsibility for the adequacy or accuracy of this news release that has been prepared by management.

CSE – Symbol: PKG

FSE – Symbol: PTO

Shares issued and outstanding: 28,188,558

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Forward Looking Information

This news release contains forward looking statements relating to the Proposed Transaction, and the future potential of ParcelPal. Forward looking statements are often identified by terms such as "will", "may", "should", "intends", "anticipates", "expects", "plans" and similar expressions. All statements other than statements of historical fact, included in this release are forward looking statements that involve risks and uncertainties. These risks and uncertainties include, without limitation, the risk that the Proposed Transaction will not be completed due to, among other things, failure to execute definitive documentation, failure to complete satisfactory due diligence, failure to receive the approval of the CSE and the risk that ParcelPal will not be successful due to, among other things, general risks relating to the mobile application industry, failure of ParcelPal to gain market acceptance and potential challenges to the intellectual property utilized in ParcelPal. There can be no assurance that any forward looking statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements.

The Company cannot guarantee that any forward looking statement will materialize and the reader is cautioned not to place undue reliance on any forward looking information. 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 news release are expressly qualified by this cautionary statement. The forward looking statements contained in this news release are made as of the date of this news release and the Company will only update or revise publicly any of the included forward looking statements as expressly required by Canadian securities laws.