



ParcelPal Technology, Inc. Offers Alcohol Delivery Solution to Enable Online Ordering and Delivery for Craft Breweries and Liquor Stores

Vancouver, British Columbia, Canada – February 8th, 2017 – ParcelPal Technology Inc. (“ParcelPal” or the “Company”), (PKG:CSE) (FSE:PTO) (OTC:PTNYF) - is pleased to announce, as part of its ongoing commercial launch, that its integrated technology solution for private liquor stores and craft breweries has been completed and is rolling out live into the Vancouver market in the coming weeks.

ParcelPal is the first integrated on-demand delivery option in Canada for this billion-dollar industry. With ParcelPal, private liquor stores and breweries can provide a ‘direct-to-home’ online marketplace, customized to their specific needs and branding. Liquor stores and craft breweries will have a new channel, and broaden their marketing reach and consumers will find themselves with more choice. More importantly, consumers will be able to find what they need with a click of a mouse and get it delivered straight to their door within an hour of ordering.

Customers must prove they are of legal drinking age before placing an order and valid identification will be required for customers to accept deliveries at home. Drivers will take photo evidence that will be stored on ParcelPal’s secure servers.

President Kelly Abbott states, “As the number of breweries increases in Canada, shelf space is harder to come by and distributors’ portfolios are spread thin. ParcelPal’s technology will provide private liquor stores and breweries an alternative distribution option for their products. Private liquor stores in Canada often struggle to compete with crown liquor stores who hold market share and buying power. ParcelPal’s solution will provide an alternative source of revenue and a new sales channel for these retailers.”

ParcelPal is already experiencing growth in the Vancouver market. This exciting new option for on-demand delivery in the liquor industry represents yet another key vertical that will further enable ParcelPal’s expansion into major cities across North America. ParcelPal has initiated marketing efforts in various cities in Canada in anticipation of this expansion.

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**

OTC – Symbol: **PTNYF**

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.