



RewardStream Launches Referral Marketing App to over 400,000 Potential Shopify Merchants

New referral marketing app provides additional sales channel to merchants around the world

VANCOUVER, British Columbia, July 06, 2017 (GLOBE NEWSWIRE) -- RewardStream Solutions Inc., ("RewardStream" or the "Company"), (TSX-V:REW) (Frankfurt:JL4L) (WKN Number A2APX1) a leading provider of automated referral marketing solutions is pleased to announce today that they have received approval for their new referral marketing app on Shopify. The approval now gives RewardStream access to over 400,000 Shopify merchants and also represents an additional sales channel for the company.

"We are very excited to launch our referral marketing app to the large and growing Shopify merchant base," stated Rob Goehring, Chief Executive Officer of RewardStream. "Shopify's growth has been unprecedented amongst E-commerce platform providers, and has the most active app ecosystem, with more than 80% of merchants relying on apps to extend the functionality of their store. With the E-commerce market forecasted to reach \$523 billion by 2020¹, we are positioning RewardStream to lead the market as more shoppers buy online."

The RewardStream referral marketing app enables any Shopify merchant to instantly install the RewardStream app without any IT involvement or custom development. With deep integration into the Shopify processing platform, RewardStream's referral app tracks interactions, provides analytics, ensures the security of all reward transactions and helps prevent fraud.

Designed with scalability in mind, the RewardStream app works for the smallest store, up to the highest volume merchants. Utilizing the RewardStream cloud hosting infrastructure, the platform easily handles any merchant's day to day needs and can automatically scale to handle unanticipated bursts in volume that can come from promotions such as flash sales.

"We bring a new level of ease and sophistication to referral marketing for Shopify merchants," said Neil Parker, Vice President of Product Management and Marketing. "With our strong enterprise roots, we have been able to take a world-class product and scale it for any sized merchant while maintaining power and flexibility in campaign setup and management, rewards and promotions, analytics, scalability, security and more. Plus, our team is available to help merchants with campaign strategy, advice and guidance on program setup and management. For consumers, the referral experience is entirely seamless and is embedded directly in the purchase flow, making it simple to make a referral from any device, at any time."

For more information about RewardStream's referral marketing platform, please visit:

www.rewardstream.com/shopify

About RewardStream Solutions Inc.

RewardStream specializes in the execution of automated referral marketing programs that help brands to acquire, engage, and retain their most valuable stakeholders – customers. By utilizing an innovative blend of marketing insight and proprietary technology, RewardStream turns an existing customer base into a powerful new sales channel for all our clients. RewardStream delivers a scalable, real-time technology platform as the foundation of our client's referral program. The platform provides customer acquisition programs that deliver new, highly loyal customers at very low cost per acquisition rates. Our award-winning

marketing solutions have powered loyalty and referral marketing programs across 39 countries for brands including Boost Mobile, Envision Financial, W Concept, Koodo Mobile and more. For more information please visit www.rewardstream.com.

Forward-Looking Information

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.

Neither the 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.

1: <https://www.digitalcommerce360.com/2016/01/29/online-sales-will-reach-523-billion-2020-us/>

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