

Danavation Technologies Confirms Installation of Digital Smart Labels™ into Additional True Value Hardware Location in California

- *Another Digital Smart Labels™ installation confirmed into a location within the True Value family of brands following Danavation's attendance at True Value's Fall Reunion Show 2021*
- *Further supports our US market expansion efforts with the first of several True Value opportunities in Stockton, California*

TORONTO, Nov. 11, 2021 /CNW/ - **Danavation Technologies Corp.** (CSE: DVN) (OTCQB: DVNCF) ("**Danavation**" or the "**Company**"), a Canadian-based Internet of Things (IoT) technology company and provider of micro e-paper displays, today announced a second installation of our Digital Smart Labels™ for a location within the True Value Hardware brand umbrella in Stockton, California. We anticipate the installation will commence in November of 2021 and be complete by the end of this year.

Following our initial installation into North Fork True Value in Jamesport New York that was announced on [August 24, 2021](#), the team at Danavation attended True Value's Fall Reunion Show 2021, a gathering of True Value vendors, retailers and associates. This event presents an opportunity for participants to share details about big ideas and game changers for the future of the hardware wholesale industry. Confirmation of our second installation after attending the Fall Reunion Show demonstrates the potential opportunity to expand our reach into other True Value Company locations across the U.S. in the future.

"We are very pleased to continue supporting locations under the True Value Hardware brand by outfitting another store with our Digital Smart Labels™ and platform-as-a-service (PaaS) solution," said John Ricci, CEO of Danavation. "In commencing this installation, we are further building on our US expansion efforts, enabling the owners of the store to modernize its location by eliminating cumbersome manual processes for updating prices, improving operational efficiencies and freeing up staff time to focus on assisting customers and enhancing sales."

Locations within the True Value family are independently owned and a member of one of the world's leading wholesalers of hardline products with a globally recognized brand that has been working with independent retailers for over seven decades. From neighborhood hardware stores to lumberyards to super-size home centers, True Value carries an expansive product set featuring competitive prices and superior product availability.

About Danavation

Danavation Technologies Corp. is a Canadian-based, Internet of Things (IoT) technology company, providing micro e-paper displays to organizations across North America. The Company's Digital Smart Labels™, powered by IoT automation technology and software Platform-as-a-Service (PaaS), enables companies across various sectors to automate labelling, price, product, and promotions in real-time, enhancing data accuracy and improving performance by removing high labour costs and low productivity associated with traditional labour-intensive workflows. By empowering the adoption of smart retail, smart cities and industry 4.0, our goal is to create a sustainable and profitable business for shareholders while advancing sound environmental, social and governance practices, including by significantly reducing paper usage. Danavation has introduced its solution to retailers across North America, including big box and boutique grocers,

while also targeting new markets including healthcare providers, manufacturing, and logistics companies. Learn more about the background of Danavation and our vision for the future on our [website](#). As well, follow us on [LinkedIn](#), [Instagram](#), [Twitter](#) and [YouTube](#) for more updates on how we are transforming the retail landscape.


Forward-Looking Information

This news release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information. More particularly and without limitation, this news release contains forward-looking statements and information relating, the future business of the Company, potential roll outs of the Company's products and services, further business from the Company's clients, industry outlook and potential and other matters. The forward-looking statements and information are based on certain key expectations and assumptions made by management of the Company. Although management of the Company believes that the expectations and assumptions on which such forward-looking statements and information are based are reasonable, undue reliance should not be placed on the forward-looking statements and information since no assurance can be given that they will prove to be correct.

Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. Accordingly, readers should not place undue reliance on the forward-looking statements and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive. The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.

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