

Danavation Technologies Secures Contract for Installation of Digital Smart Labels™ into Missouri Location for Alcohol Retailer, Macadoodles

- *First Digital Smart Labels™ installation to be completed for a pilot Macadoodles location*
- *Macadoodles is an American independent retailer of beverage alcohol with ten stores across Missouri and Arkansas*
- *Danavation's initial entry into the state of Missouri further expands our U.S. presence and reach*
- *Completion of installation expected mid to late spring, 2022*

TORONTO, Feb. 28, 2022 /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 confirmed that we have secured an agreement to install our Digital Smart Labels™ into a pilot location for the Macadoodles family of stores. We anticipate the installation into the Missouri-based store will commence mid to late spring of 2022 and be completed shortly thereafter. Based on the success of the pilot location, Macadoodles anticipates further installations of Digital Smart Labels™ across additional stores.

With ten locations across Missouri and Arkansas, Macadoodles has become one of the most trusted and dependable retailers of beverage alcohol in those states. Each Macadoodles location operates independently and offers a range of services, including gas stations, wine cellars, and cigar humidors, to best serve the needs of the community. Having supported other beverage alcohol retailers, Danavation's Digital Smart Labels™ and Platform-as-a-Service (PaaS) offer an ideal solution for automating Macadoodles' in-store operations. In addition, the Danavation solution helps drive improved margins by enhancing staff efficiency and reducing costs associated with inaccurate shelf pricing.

"We are very excited to be working with a company that shares Danavation's core value of elevating the customer experience. By choosing to implement our solution, Macadoodles will be better positioned to add value for customers and keep them coming back," said John Ricci, CEO of Danavation. "Our clean and modern Digital Smart Labels™ and unique PaaS solution can be seamlessly integrated with Macadoodles' other systems to improve operational efficiencies and reduce inaccurate pricing."

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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