

Danavation Technologies Awarded Contract by National Grocery Wholesaler for Custom Software Delivery

- *Danavation awarded contract by Sobeys Inc. Wholesale to deliver customized software*
- *Danavation to provide end-to-end IoT operations management solution to automate and streamline Sobeys Inc.'s Wholesale operations*

TORONTO, March 10, 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 announces that Sobeys Inc.'s Wholesale division awarded Danavation a contract to provide customized software that delivers an end-to-end IoT operations management solution for the automation and streamlining of Sobeys Inc.'s Wholesale operations. Initially, the software roll-out is expected to approximately 300 Sobeys Inc. Wholesale customers.

This software provides Sobeys Inc.'s wholesale operations with a unified digital experience across multiple hardware endpoints. Installation is planned primarily on their wholesale partners' networked scanner devices, with data being pulled from internal systems. Danavation's custom-built software will be available across Sobeys Inc.'s Wholesale customer portfolio, primarily on Android-based personal device assistants ("PDA").

"I am pleased that Danavation is able to establish this partnership with a recognized grocery retailer and provide a customized software solution designed to solve a variety of in-store challenges for their wholesale partners," said John Ricci, CEO of Danavation. "Successfully delivering this customized software to an estimated 300 wholesale locations also provides Danavation connection with future potential customers."

Due to competitive reasons, specific financial details have not been disclosed.

About Danavation Technologies

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.

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.

SOURCE Danavation Technologies Corp.

 View original content to download multimedia:

<http://www.newswire.ca/en/releases/archive/March2022/10/c0513.html>

%SEDAR: 00026050E

For further information: John Ricci, President & Chief Executive Officer, Tel: (416) 798-0880, hello@danavation.com; Cindy Gray, 5 Quarters Investor Relations, Inc., Tel: 1-403-705-5076, investors@danavation.com; Investor Relations - United States: Trevor Brucato, Managing Director, RBMG - RB Milestone Group LLC, New York, NY & Stamford, CT, danavation@rbmilestone.com, www.rbmilestone.com; For media relations / management interview requests: Mr. Nelson Hudes, Hudes Communications International, Tel: 1-905-660-9155 or nelson@hudescommunications.com

CO: Danavation Technologies Corp.

CNW 07:00e 10-MAR-22