

DEPLOY TECHNOLOGIES INC.

Deploy launches GPS Tracking System

Vancouver, BC, Canada, January 31, 2012 - Deploy Technologies Inc. (CNSX: DEP) (PINKSHEETS: DPLY) is pleased to announce that it has launched its GPS Tracking service and web portal component of its Fleet Data Management & Weigh System.

GPS Tracking is a product that is widely used and in demand by the industrial transportation and equipment industry. Deploy will include GPS Tracking as part of its planned recurring revenue model.

GPS and other data will be transmitted from vehicles and other assets into the Deploy data warehouse where it can be centralized and accessed by clients through the Deploy tracking portal at any time.

“We have taken a big step forward by adding GPS Tracking to our product line. This service combined with the sale of our hardware units, annual software licensing, service and support agreements, hourly software update services, and resale of third party hardware, will allow us to generate revenue long after the sale of our hardware,” said David Eppert, Chief Executive Officer of Deploy. “Our target clients need complete and scalable solutions that will help them achieve their safety, efficiency, and revenue goals over the long term. GPS Tracking is an important part of that solution.”

ABOUT DEPLOY TECHNOLOGIES INC.

Deploy Technologies Inc. has developed a comprehensive suite of products focused on fleet data management & weigh systems solutions. The core of the company's technology is based on the monitoring, storage and processing of hydraulic pressures data streams which are then used to address a wide range of applications including weight and loading calculations and warning systems for safety assurance initiatives.

Additional information on the company can be found on its website (www.deploy.ca), SEDAR (www.sedar.com), CNSX (www.cnsx.ca) and OTC Markets (www.otcmarkets.com).

Deploy Technologies Inc.
19011 - 1153 56th Street, Delta, BC, Canada V4L 2A2
Phone: 1 (888) 213-3888 Fax: 1 (888) 777-8099
Email: info@deploy.ca Web: www.deploy.ca
CNSX Symbol: DEP
OTC Symbol: DPLY

FORWARD LOOKING STATEMENTS

The statements contained above which are not historical are forward-looking statements that are subject to risk and uncertainties that could cause actual results to differ materially from those currently anticipated, including but not limited to, risks associated with the industrial transportation industry in general, delays beyond the company's control with respect to market acceptance of new technologies or products, changes in plans with respect to the testing and evaluation of products, and other risks.