

DEPLOY TECHNOLOGIES INC. DEPLOY ANNOUNCES SUCCESSFUL INITIAL INSTALLATION

Vancouver, BC, Canada, January 5, 2011 - Deploy Technologies Inc. (OTC: DPLY), announced today that the initial connection to a client truck and testing of the prototype was a success. We have arrived at seeing the raw data that we expected and will now begin calibration of the prototype with the use of predetermined weights to complete Phase II.

Phase II includes installation and testing of the prototype on our partners trucks and making necessary adjustments in preparation for Phase III - Live Trials.

During the live trials period, the product will be installed in the trucks and used on a daily basis by the operators to gather valuable field data. This data will enable our clients to plan the implementation of strategies for increasing their revenues.

David Eppert, Chief Executive Officer of Deploy, stated: "We are very excited to see our product come to life and provide real time results. We are also very focused and driven to complete this product and bring it to market."

ABOUT DEPLOY TECHNOLOGIES INC.

Deploy Technologies Inc. is building technologies for industrial, military, law enforcement and other fleet invested organizations. These technologies are designed to help organizations better leverage their fleet assets and take advantage of newly identified revenue potential.

Deploy is a reporting issuer in British Columbia, Canada, with the head office in Delta, British Columbia, Canada. Reporting information can be found on the company website www.deploy.ca and on SEDAR www.sedar.com as well as on OTC Markets www.otcmarkets.com.

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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 expressed, including but not limited to, certain delays beyond the Company's control with respect to market acceptance of new technologies or products, delays in testing and evaluation of products, and other.