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FOR IMMEDIATE RELEASE

Symbols: CSE: SAAS, OTC: SRBBF, Frankfurt: 6GQ

SUBSCRIBE TECHNOLOGIES INC. ANNOUNCES THE GRANT OF STOCK OPTIONS

Vancouver, British Columbia, Canada – January 30, 2018 – Subscribe Technologies Inc. is pleased to announce the grant of a total of 1,000,000 stock options to directors, officers and consultants of the Company, exercisable at \$0.18 per share, for a three-year term.

About Subscribe Technologies Inc.

Subscribe Technologies Inc. develops and acquires Software-as-a-Service (SaaS) businesses and in turn operates, manages and markets the service. Subscribe Technologies' flagship product is bContact.com, a cloud based SaaS business offering small and medium sized companies access to a fully integrated set of business management tools.

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Forward-Looking Information:

This press release may include forward-looking information within the meaning of Canadian securities legislation, concerning the business and trading in the common stock of Subscribe Technologies Inc. The forward-looking information is based on certain key expectations and assumptions made by the company's management. Although the company believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because the company can give no assurance that they will prove to be correct. These forward-looking statements are made as of the date of this press release and the company disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.

The CSE has not reviewed, approved or disapproved the content of this press release.