

HARVEY DICK
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FOR IMMEDIATE RELEASE

**INCREASE IN HIS OWNERSHIP OF THE COMMON
SHARES OF SUBSCRIBE TECHNOLOGIES INC.**

Harvey Dick (the “**Acquiror**”) announces that he has acquired control of 1,300,000 common shares (“**Shares**”) of Subscribe Technologies Inc. (the “**Issuer**”). The 1,300,000 Shares represents approximately 13.54% of the Issuer’s issued and outstanding Shares.

Prior to the acquisition of the Shares, the Acquiror held 510,000 Shares and 100,000 common share purchase warrants (the “**Warrants**”) of the Issuer and represents approximately 10.33% of the Company’s issued and outstanding Shares, assuming exercise of the Warrants.

As a result of the acquisition of the Shares, the Acquiror now has control over an aggregate of 1,810,000 Shares of the Issuer and 100,000 Warrants of the Issuer, representing approximately 19.69% of the issued and outstanding Shares of the Company, assuming exercise of the Warrants.

The Shares were acquired by the Acquiror for investment purposes. The Acquiror may increase or decrease its ownership of securities of the Issuer as the circumstances or market conditions warrant.

To obtain a copy of the early warning report filed by the Acquiror, please contact the Acquiror at 604.682.2928 or refer to the Issuer’s SEDAR profile at www.sedar.com.