

PLAYBOOK LOGISTICS CO-FOUNDERS TYSON SMITH & GURJEET BASI JOIN LITELINK AS STRATEGIC LOGISTICS ADVISORS

VANCOUVER, BC – November 12, 2018 - [Litelink Technologies Inc.](#) (“LiteLink”) (CSE:LLT), a technology leader utilizing artificial intelligence and predictive analytics to move enterprises into a digital-forward world, is pleased to announce Mr. Tyson Smith and Mr. Gurjeet Basi as the first strategic logistics advisors to join LiteLink. Mr. Basi and Mr. Smith will support LiteLink in enhancing business adoption and sustainability while building growth within the [1SHIFT Logistics](#) platform.

Mr. Basi encompasses over fifteen years of proven experience in the transportation and logistics industry. He comes to LiteLink with a pedigree career track record, from his tenure at C.H. Robinson, a fortune 500 company where he worked on large-scale sales and operations, to his current role as the Co-Founder and Managing Partner of Playbook Logistics. Gurjeet recognizes the need to adapt to cutting-edge technologies on the horizon, in order to maintain competitiveness in the current market-place and continue to improve the customer experience.

Mr. Smith holds nine years of proven experience in the transportation and logistics industry. During this time he focused on developing technologies and implementing them in the shipper/carrier supply chain. His passion for logistics began at C.H. Robinson, ultimately leading to his current role as the Co-Founder and Managing Partner of Playbook Logistics. Mr. Smith’s career has taken him through the operation, implementation, and selection of 5 separate enterprise level TMS systems. Mr. Smith believes that the best-executed supply chain must implement a combination of leading-edge technologies and skilled operators, which is key to LiteLink supplying the valuable service customers truly desire.

“The logistics industry consistently faces challenges that require a multifaceted approach. Many companies within this industry are unable to balance technology, automation, and the human element, which makes their supply chain system look like a state of controlled chaos. Our industry is one backed by a core human network of drivers, dispatchers, shippers, and brokers. LiteLink provides this human network with a platform that offers better integration between all parties, which is critical to achieving success.” said Mr. Smith. Mr. Smith will also be joining LiteLink on key roadshows, including representing our platform at the BITA (Blockchain in Transportation Alliance) conference taking place November 12-14 in Texas.

“We see a need to balance emerging technologies, without giving up continuous human interaction in our line of business. Our industry relies on human trust and long-term relationships built on our proven track record. LiteLink enables third-party logistic providers like Playbook to do this more efficiently without giving up the human touch,” said Mr. Basi.

Mr. Smith and Mr. Basi will provide a vital link to key markets and significant thought leadership which will help LiteLink in its quest to scale globally. “LiteLink is defining a new category in logistics solving minor and major pain points and both Gurjeet and Tyson are the logistics gurus LiteLink needs to help scale and develop the 1SHIFT platform. I’m thrilled for both of their

support and confident that they will make an impact while supporting our goal of creating a world where 3PLs can profitably, sustainably and reliably deliver the best value to their customers” said LiteLink CEO, Ashik Karim.

About LiteLink Technologies Inc.

LiteLink provides enterprise level solutions utilizing artificial intelligence and predictive analytics to solve the logistics industry’s fragmented and outdated technology problem. LiteLink is creating a unified communications platform for tracking shipments, disputes, and errors to increase efficiency and reduce costs for 3PLs, carriers, and shippers. Find out more about the Company at litenlinktech.com and the 1Shift Platform at 1shiftlogistics.com.

About PlayBook Logistics Inc.

Playbook Logistics is a technology-based, highly specialized logistics/transportation service provider that focuses on value creation for companies with complex supply chains. Playbook was designed from the ground up to address persistent issues in the supply chain and provide nimble, consistent and reliable solutions. Playbook Logistics provides its clients with expertise and technologies, which provide their supply chain operations with the ability to react quickly to market conditions, scale to handle large project shipments with ease and secure reliable same day truckload capacity. Find out more at playbooklogistics.com.

For further information, contact Bronson Peever at 1-833-205-6945 Ext. 3742 or email investor@litenlinktech.com.

Forward-looking Statement

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