

LiteLink Announces Launch of PerfectRoute, a Route Planning and Fleet Optimization Solution

VANCOUVER, British Columbia, October 15, 2019 (GLOBE NEWSWIRE) -- [LiteLink Technologies Inc.](#) ("LiteLink") (CSE:LLT) (OTC:LLNKF) (FRA:C0B), a key player in logistics and payment solutions, is pleased to announce [PerfectRoute](#), a delivery route planning and fleet optimization solution for all types of vehicles designed for last-mile delivery, powered by the 1SHIFT Logistics platform.

With the global route optimization software market expected to [reach US\\$5.07 billion by 2023](#), compounded with today's increasing pressure to lower costs of transportation and logistics.

Route optimization will be provided to enterprise customers via Litelink's flagship [1SHIFT](#) platform, but also as a standalone offering in a simple monthly subscription format under the second brand 'Perfect Route,' guaranteeing the best route for any delivery to achieve the lowest delivery costs.

1SHIFT's route and truck optimization features will be available to the mass market this quarter in 2019, which customer trials currently taking place at this time.

PerfectRoute is a true self-service SaaS offering from Litelink focused on user simplicity and immediate response of the best fit optimized route to take. To access this feature, any user can upload any number of pickup and drop-off locations, and simply click 'Optimize' to generate the most efficient planned route to take. The key differentiator is a 'truck optimizer feature' that estimates how many trucks are required to ship all customer orders minimizing wastage and cost.

"While onsite with a customer implementing our flagship platform 1SHIFT Logistics, we noticed the time and effort being spent each day manually figuring out how many trucks and customer orders were required for planned truck routes. It is clear the owners are very reliant on two critical resources and an array of manual steps," stated Shanila Karim, head of 1SHIFT Customer Success.

"We are very excited about the launch of our new product PerfectRoute, which will solve some of the key biggest challenges faced by last-mile delivery businesses," said LiteLink CEO Ashik Karim. *"Litelink can continue to focus on rolling out 1SHIFT Logistics to enterprise clients, and now capture even a larger market with a subscription based high value solution like Perfect Route."*

To learn more about [PerfectRoute](#), schedule a demo of the solution or request a 14-day free trial, please visit <https://1shiftlogistics.com/1shiftrouting2/> or email kent.churn@1shiftlogistics.com.

About LiteLink Technologies Inc.

[LiteLink Technologies Inc.](#) (CSE:LLT) (OTC:LLNKF) (FRA:C0B) is a major player in developing world-class enterprise platforms that utilize artificial intelligence, blockchain, and predictive analytics to solve fragmented and outdated technology problems in the logistics and digital payment industries. Our flagship [1SHIFT](#) logistics platform offers real-time transparency and tracking which allows brokers, shippers, and carriers to track shipments and settle payments in real-time. Our route planning and fleet optimization platform [PerfectRoute](#) is designed to help last-mile delivery companies better plan deliveries with higher truck utilization.

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Forward-looking Statement

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