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# NEWS RELEASE

## ICESoft Technologies Canada Corp and BeWhere Inc. Announce Agreement: Companies to collaborate on strategic product development / sales and marketing initiatives.

**CALGARY AB, JANUARY 25, 2016** - BeWhere Inc. and ICSOFT Technologies are pleased to announce that the companies have signed an agreement to sell and market a combined solution to the insurance and courier industries among others, on a worldwide basis.

BeWhere Inc. is an Internet provider of real-time information on equipment, tools and inventory in transit and at facilities. BeWhere designs and manufactures beacons and develops mobile applications, middle-ware and cloud based solutions enabling a level of operational visibility that was previously unavailable and / or cost prohibitive. BeWhere, a patent-pending solution, serves the emergency service, construction, utility and transportation industries.

ICESOFT is a leading global provider of rich Internet application and enriched notification solutions for desktop and mobile enterprise. ICSOFT products are used by 20,000 enterprises worldwide, with a developer community now exceeding 150,000 developers.

“BeWhere’s Bluetooth Low Energy beacon and data services provide a complementary offering for ICSOFT’s strategic initiatives in providing next generation application capabilities for the insurance and logistics industries” States Brian McKinney, President and CEO ICSOFT Technologies Canada Corp.

“We look forward to working with Brian and his team to integrate our respective technologies and bring to market an innovative, cost effective solution for monitoring goods in transit and at facilities through ICSOFT’s next generation Java based alerting platform” states Owen Moore, CEO BeWhere Inc.

SOURCE: BeWhere Inc., ICSOFT Technologies Canada Corp.

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