

ICESoft Reports Record Voyent Alert! Sales in 2021 Extending Coverage to over 100 New Communities

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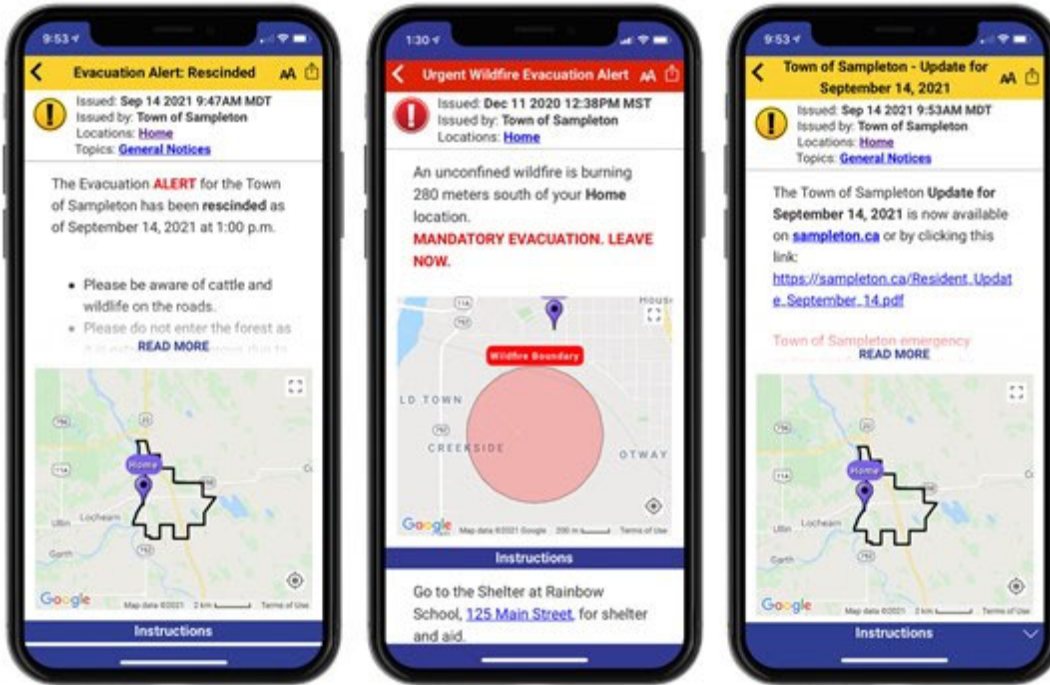
CALGARY, ALBERTA, January 20, 2022, ICESoft Technologies Canada Corp. (the “Corporation” or the “Company” or “ICESoft”) is pleased to announce that Voyent Alert! coverage was extended to over 100 new communities over the course of 2021. The overall size of the Voyent Alert! network now stands at over 320 communities. Other key highlights include:

- Voyent Alert! sent out c.80% of the 2021 fire and flood alerts across the Pacific Northwest;
- Overall system usage (messages sent) increased c.120% year-over-year with existing customers, demonstrating increasing confidence amongst clients to use Voyent Alert! for day-to-day community communications;
- Voyent Alert! won c.85% of its competitive engagements in 2021, exhibiting continued validation of the system’s capabilities and value proposition;
- Voyent Alert! subscription renewal rates were 98% for 2021.

“We are pleased with 2021 Voyent Alert! market and system use expansion”, stated Brian McKinney, President and CEO of ICESoft. “In particular, the 2021 Voyent Alert! launch into the U.S. market has yielded encouraging results when compared to the competitive solutions. U.S. communities are increasing their awareness of community notification tools and Voyent Alert! is becoming the top-of-mind solution for many. We are very excited about the prospects for continued growth ahead.”

The Voyent Alert! service provides targeted and enriched media alerts to community members and residents during critical events such as fires, floods, or train derailments as well as important day-to-day informational notices such as road construction, fire-bans or COVID-19 updates. Voyent Alert's notifications are personalized with critical information such as a recipient's distance and direction to an incident, maps, visuals and critical attachments.

To learn more about the Voyent Alert! Notification Service go to voyent-alert.com.



About ICESoft Technologies Canada Corp.:

ICESoft Technologies Canada Corp. (CSE: ISFT) is a software as a service ("SaaS") company.

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Forward-Looking Information Advisory

Certain information in this press release is forward-looking within the meaning of certain securities laws, and is subject to important risks, uncertainties and assumptions. This forward-looking information includes, among other things, information with respect to the Corporate Changes, Private Placement and shares for debt transactions, assumptions about future economic conditions and courses of action, and the Company's beliefs, plans, expectations, anticipations, estimates and intentions. The words "may", "could", "should", "would", "suspect", "outlook", "believe", "anticipate", "estimate", "expect", "intend", "plan", "target" and similar words and expressions are used to identify forward-looking information. The forward-looking information in this material change report describes the Company's expectations as of the date of this news release and accordingly, is subject to change after such date. Readers should not place undue importance on forward-looking information and should not rely upon this information as of any other date. While the Company may elect to, it does not undertake to update this information at any particular time.