



**CSE: CRL
Frankfurt: 7C5**

CARL LAUNCHES ITS EXTEND-TO-SOCIAL REFERRAL MARKETING APPLICATION 2.0

February 22, 2016 – Vancouver, British Columbia ó Carl Data Solutions Inc. (CSE: CRL, Frankfurt: 7C5) (öCarlö or the öCompanyö), a developer of Big-Data-as-a-Service (öBDaaSö)-based solutions for data integration and business intelligence, is pleased to announce the launch of Version 2 of its Extend-to-Social Application (öETSö or the öApplicationö) that enables enterprises to leverage customers' social media networks for referral marketing and analytics purposes.

ETS is an easy to use, cost effective social referral marketing platform built to help companies leverage their existing databases to increase customers and sales. Version 2 of the Application is cloud-based and offers real-time campaign performance dashboards. ETS is compatible with popular social networks like Facebook, Twitter, LinkedIn and Google+. The application also uses Carl's proprietary big data platform to make sense of social media comments.

For clients, ETS incentivizes existing customers to share promotions and product information through their social media networks. The campaigns generate valuable customer data that is collected, stored and analyzed using Carl's proprietary big data platform. The combination of effective marketing tools and deep data analytics provides ETS's clients with a significant advantage by being able to deliver the right offers to the right customer at the right time.

The application has been re-built using the Microsoft Azure cloud hosting platform. Azure provides the application with virtually unlimited scalability and data storage. Azure also increases overall operating efficiencies and provides a major cost savings in hosting fees.

ETS now uses the following Azure technologies:

- **Azure Blob Storage and Azure Data Factory** for unlimited data collection, storage and retrieval of customer data from social media networks;
- **Azure Hive Scripts** for data selection for analysis of specific data points;
- **Azure Machine Learning** for advanced analytics, enabling the extraction of key words and actions, temporality quotes and sentiment tracking; and
- **HD Insight** for computational and analytics purposes and to unveil in-depth insights into social media referral campaigns.

Peter Hrabinsky, Vice President of Marketing at Revenue Automation Inc., a Vancouver based digital marketing agency says, "Revenue Automation is pleased to include ETS in its marketing packages for 2016. Social referral marketing is extremely important for customer acquisition and increased sales. ETS is a perfect fit for our digital offering because of its easy to use interface and built-in performance metrics. We're excited that an application like ETS is available so we can capture new leads for our clients while gaining a deeper customer understanding."

"I have spent many years in eCommerce working with some very large companies so I know firsthand how effective social referral marketing programs are," commented Greg Johnston, CEO of Carl Data Solutions Inc.

"Most companies recognize the importance of referrals but don't have the capacity to implement formal referral marketing programs because of the time, cost and skills required for building in-house applications to manage them. That's where I saw a significant opportunity in further developing the ETS application. Our developers were able to use the most innovative technologies available to improve and optimize the application in a way that makes it incredibly useful for marketers. Companies can quickly and cost effectively implement social referral campaigns and, at the same time, use our analytics tools to gain deeper insights into their customers' data. I am very excited about the new features we've added to ETS and look forward to seeing our clients benefit from the platform," he added.

About Extend to Social Media Inc.

Extend to Social Media Inc., the developer of the ETS platform was Carl's first acquisition. ETS allows companies to seamlessly launch, manage, measure and scale referral marketing campaigns to drive new, qualified leads and shorten long sales cycles and complex paths to purchase. ETS allows marketers to easily and cost-effectively leverage social referral marketing to increase conversions and drive new business opportunities. For more on the Application visit: www.ExtendtoSocial.com.

About Carl Data Solutions Inc.

Carl Data Solutions Inc. is focused on providing next generation information collection, storage and analytics solutions for data centric companies. Building on its recent acquisitions, Flow Works Inc., a company that helps its clients analyze and understand all forms of environmental data through a powerful platform of data collection, monitoring, analysis, and reporting tools, and Extend to Social Media Inc., a company with an application that allows clients to leverage their customers' social networks for referral marketing and analytics, Carl develops applications to work with new cloud-based mass storage services and analytics applications (Big-Data-as-a-Service (BDaaS)). Carl is creating a virtually unlimited data storage environment from which informative visual representations of data can be created and new insight generated. Carl's goal is to deliver

a comprehensive data management solution for datasets of any size and type from any source. More information can be found at www.CarlSolutions.com.

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