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FOR IMMEDIATE RELEASE

Symbol: SAAS

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Vancouver, British Columbia, Canada – August 23, 2017 – Subscribe Technologies Inc. (“Subscribe” or the “Company”), (CSE: SAAS) (OTC: SRBBF) is pleased to announce the addition of a new key feature in its flagship Software-as-a-Service cloud based application; bContact.com (“bContact”).

bContact.com, a cloud based SaaS business offering small and medium sized companies access to a fully integrated set of business management tools including a CRM, accounting, banking, invoicing, billing, quotations and many other useful features which now include bulk email dissemination services to a users CRM entries. The integrated email dissemination tool enables users to instantly send emails to any size contact list without the need for a third party email service such as Constant Contact and MailChimp.

The email dissemination sector has ballooned to a multi-billion dollar industry which will facilitate new growth opportunities for the Company such as integrated marketing solutions and enhanced reporting and analytics to name a couple. bContact helps position small and medium sized companies with an advantage by providing virtually every business management utility required to efficiently maintain and run a business successfully.

President and CEO Paul Dickson states, "The development team is continually improving bContact by adding new features and enhancements which in many cases lead to new opportunities in other verticals."

Visit www.bcontact.com to try.

About Subscribe Technologies Inc.

Subscribe Technologies Inc. develops and acquires Software-as-a-Service (SaaS) businesses and in turn operates, manages and markets the service. Subscribe Technologies' flagship product is bContact.com, a cloud based SaaS business offering small and medium sized companies access to a fully integrated set of business management tools including a CRM, accounting, banking, invoicing, billing, quotations and many other useful features. Subscribe Technologies also owns and operates FileQ.com, an electronic file sharing and file storage service for both business and personal use. Additionally, the Company owns and operates ServerHawk.com, a website analysis, SEO and marketing tool for marketing professionals, business owners and web developers.

On behalf of the Board of Directors,
Subscribe Technologies Inc.
Paul Dickson

President & CEO

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Forward-Looking Information:

This press release may include forward-looking information within the meaning of Canadian securities legislation, concerning the business and trading in the common stock of Subscribe Technologies Inc. The forward-looking information is based on certain key expectations and assumptions made by the company's management. Although the company believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because the company can give no assurance that they will prove to be correct. These forward-looking statements are made as of the date of this press release and the company disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.

The CSE has not reviewed, approved or disapproved the content of this press release.