



TORONTO, ONTARIO – (January 24, 2018) - PUDO Inc. ("PUDO" or "the Company") (CSE: PDO; OCTQB: PDPTF).

PUDO Network refining e-commerce landscape; software updates address needs of consumers, retailers, and logistics

PUDO Inc., North America's first carrier-neutral Pick-Up Drop-Off Network (PUDO), is pleased to announce the commencement of beta testing updates to their proprietary tablet software, currently in use at nearly 1,000 PUDO Points. The upgrade should further streamline the secure 'at-home away from home' alternative to anachronous home delivery, that PUDO is perfecting on behalf of the more than 35% of consumers who are searching for options, and legion retailers and carriers struggling to compete and stay profitable.

"Consumer surveys indicate widespread unhappiness and frustration with the gap that exists between the proliferation of online shopping and shipping, and the marketplace's inability to land parcels safely and conveniently with consumers and simplify the prospect of returns," says PUDO CEO Kurtis Arnold. "The software updates are based on consumer, carrier, and shipper feedback, and alpha testing has returned very impressive results in terms of adding speed, security, and efficiencies to both the pick-up and drop-off experiences, and ultimately, reducing costs for carriers and retailers."

PUDO uses technology to link existing bricks-and-mortar locations such as neighborhood convenience stores. Using this technology, merchants can act as Pick-Up, Drop-Off locations for e-commerce shipments. PUDO's updated software is being tested in select US locations, including several in the New York Area. This software already provides consumers with a shopping cart option to ship their e-commerce parcels to an, 'at home away from home' PUDO Point so they can pick it up at their convenience, and once adopted throughout the Network, the new 'parcel return' feature will facilitate the quick and painless return-to-sender of ill-suited or ill-fitting purchases.

"E-commerce is at a tipping point right now in North America, with more and more consumers adopting online shopping as an alternative, or supplement, to traditional shopping activity. However, impediments associated with condo and apartment living, escalating doorstep piracy, and the prospect of onerous and complicated returns, haunt consumers, challenge carriers, and baffle retailers struggling to answer the call. The solution, for consumers, retailers, and logistics, is PUDO," concludes Arnold.

This software update is an important enhancement to enable PUDO to expand its network into more broad US markets in 2018. PUDO is currently working with shipping partners to finalize launch plans in new US markets this year. Currently, PUDO's services enable an affiliated courier to drop-off parcels when residents are not home. This new software streamlines the in-store processes where members ship parcels directly to store, or drop off pre-labeled returns to send back to source.

About PUDO Inc.

Founded in 2015, PUDO Inc. is developing North America's only "carrier-neutral" parcel pick-up/drop-off network. No other company in North America offers staffed retail locations; open for



extended hours, to receive consumer deliveries by any carrier. PUDO Points include convenience stores, gas station mini- marts, and grocery stores.

Through the PUDO Point network, consumers can control parcel deliveries – receiving online parcels wherever they want, whenever they want – a fully customizable and convenient method of delivery. When packages arrive at the chosen PUDO Point, customers are automatically notified via text or email that their package has arrived and is ready for pick-up. E-commerce companies and other shippers utilizing PUDO can save on residential "last mile" delivery costs. Consumers can avoid the frustration and inconvenience of missed or stolen deliveries. The final destination of the parcel becomes the safe, staffed retail environment of a PUDO Point.

With a growing network of PUDO Point locations across the U.S. and Canada, PUDO is revolutionizing the North American parcel shipping model. PUDO was recently named one of the Top 20 most innovative public technology companies by the Canadian Innovation Exchange.

For more information, please visit: www.pudoinc.com or www.pudopoint.com. Follow PUDO on [Facebook](#) and [Twitter](#).

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