

BC Wildfires Drove Record Adoption and Usage of Voyent Alert! by ICEsoft Technologies

Calgary, Alberta--(Newsfile Corp. - September 14, 2021) - ICEsoft Technologies (CSE: ISFT), is proud to announce that its [Voyent Alert!](#) product is now the most widely deployed notification service in British Columbia, providing coverage to 40% of the province's municipalities.

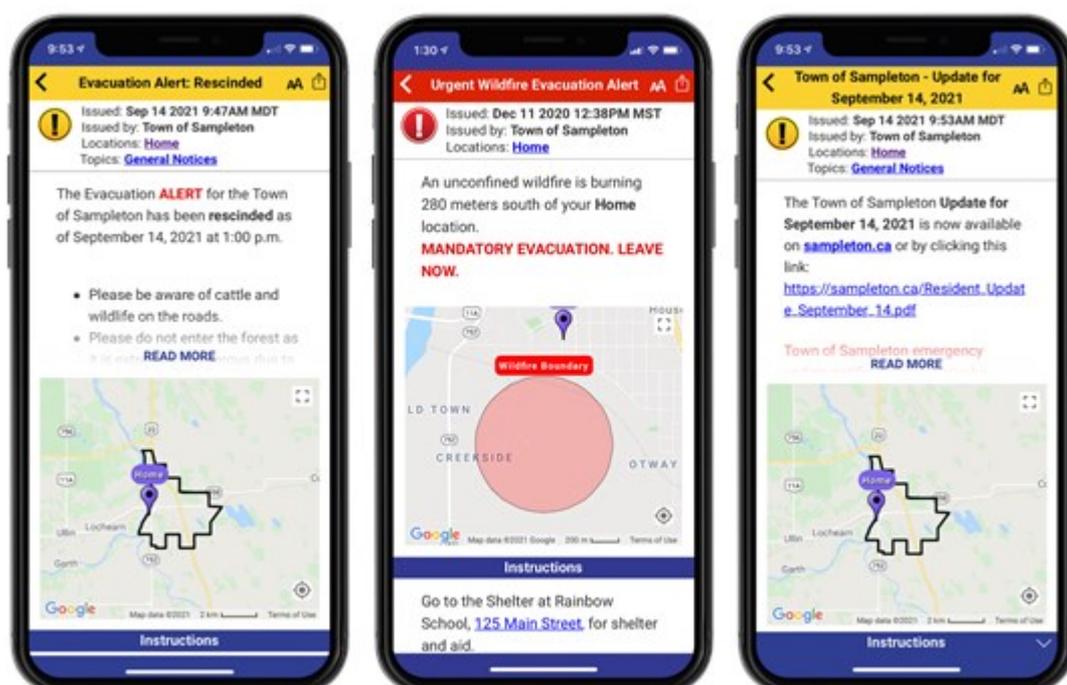
An unprecedented wildfire season has led to increased adoption and new client subscriptions through direct community referrals. In the month of July and August, the [Voyent Alert!](#) Service was used to issue over 350 Evacuation Orders, Alerts and updates. Voyent Alert! was responsible for the delivery of over 80% of the total provincial alerts over the period.

"We saw a 5-10X increase in community registration rates, with a number of communities now exceeding 50% registration levels through voluntary enrollment," says Brian McKinney, President and CEO of ICEsoft. "The extreme nature of this year's west coast fire season accelerated our expansion of community support services to assist our municipal and district level clients, and to put in place rapid on-boarding processes that allowed us to get new community clients up and going in less than 24-hours if needed."

"As dire as the season was, we look forward to supporting our clients throughout the rest of the year with their day-to-day communications and emergency preparedness communications in preparation of next years wildfire season," McKinney adds.

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. Unlike competitive mass notification services, [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.



Sample Wildfire Evacuation Alert, Alert Rescinded and Town Update Post-Critical Incident.

To view an enhanced version of this graphic, please visit:

https://orders.newsfilecorp.com/files/6994/96512_aaa3766af4b9f9cb_001full.jpg

SAMPLE ALERTS/IMAGES LOCATED [HERE](#)

ABOUT:

Voyent Alert! is an ICEsoft Technologies solution created in 2018 to provide personalized and enriched communication services for municipalities, regional governments, first responders, organizations, and institutions. Built on ICEsoft's suite of legacy products, Voyent Alert! is a new Software-as-a-Service offering for delivering context-enriched notifications and content.

ICEsoft Technologies Canada Corp. (ISFT) is a software as a service ("SaaS") company. ICEsoft's current software, which is available as freeware with a pay to use version, is used by some 150,000 developers, 20,000 companies, and some 400 paying customers.

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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.

To find the most recent news and information please visit icesoft.com, voyent-alert.com, or our most recent [SEDAR](#) filings. We do not engage in active investor relations campaigns, nor do we engage in/with chat rooms, forums or online discussion boards.

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