



FOR IMMEDIATE RELEASE

September 28, 2016

ParcelPal Beta Launches Shopify App for eCommerce Retailers to Enable On-Demand Delivery in Vancouver

Vancouver, British Columbia – September 28, 2016 – ParcelPal Technology Inc. (“ParcelPal” or the “Company”), (CSE: PKG) has now launched their Shopify Inc. (NYSE:SHOP) (TSX:SH) (“Shopify”) beta plugin to enable eCommerce retailers on the Shopify platform the ability to offer ParcelPal as a same day or on-demand shipping method. Shopify is an e-commerce platform provider that gives retailers everything they need to build and operate a successful online store. According to Shopify’s recent financial records, available on Shopify’s EDGAR profile at <https://www.sec.gov/edgar/searchedgar/webusers.htm>, Shopify currently has over 300,000 merchants in North America.

A recent report from Haywood Securities Inc. states that Canada’s eCommerce growth is expected to reach \$50 billion dollars by 2019, up from approximately \$29.6 Billion in 2015 (Haywood Securities Inc., Technology Industry Report dated June 28, 2016, “A View Into Three of Vancouver’s Private E-Commerce Companies”).

Local Vancouver businesses using the Shopify platform can now integrate with ParcelPal by simply downloading and installing the beta plug-in either directly from the Shopify app store or via the ParcelPal website here: <https://send.parcelpal.com/shopify-app-install>. As Vancouver’s first and only “Uber for package delivery” ParcelPal has now enabled consumers to have their goods delivered either within the same day, or on-demand with participating merchants.

The Company has already begun planning the development of additional eCommerce plug-ins for other eCommerce platforms such as: Magento, PrestaShop, BigCommerce, WooCommerce and Etsy. The Company plans on recruiting drivers and scaling operations in various cities throughout Canada where eCommerce retailers are located in addition to their current service.

President and COO Kelly Abbott states, “Consumer expectations are extremely high and ever-changing, therefore merchants face multiple challenges with fulfilling orders quickly and cheaply enough to maintain customer retention. In addition to our API Integration, the Shopify app has completely solved these problems for merchants whereby orders can be fulfilled the same day and, the costs can be passed along to the consumer for our service. Many eCommerce merchants will in fact become more competitive and have the ability to fulfill orders faster, thus gaining competitive advantage. It is the Company’s view that, in many respects, the continued growth of eCommerce is likely to depend on goods consistently and

efficiently arriving in the consumer's possession on time and at the right price, which ParcelPal has now made possible."

The Company's CEO Jason Moreau states, "Consumers are very excited that they now have the ability to select ParcelPal as their same day and on demand delivery option in Vancouver. Shopify merchants are pleased with the service as they know customers want their order fulfilled and delivered quickly for much less."

About ParcelPal Technology Inc.

ParcelPal is an iPhone, Android and desktop computer service enabling businesses and individuals to quickly and affordably have items delivered locally through crowd-sourced couriers. The Company offers same-day delivery of merchandise for leading retailers in Vancouver and soon in major cities Canada-wide.

ParcelPal: www.parcelpal.com

The Canadian Securities Exchange ("CSE") or any other securities regulatory authority has not reviewed and does not accept responsibility for the adequacy or accuracy of this news release that has been prepared by management.

CSE – Symbol: PKG

Shares issued: 26,554,558

Contact: Kelly Abbott, President, ParcelPal Technology Inc. - (778) 237-5212

Forward Looking Information

This news release includes certain "forward-looking information" and "forward-looking statements" (collectively "forward-looking statements") within the meaning of applicable Canadian securities legislation. All statements, other than statements of historical fact, included herein, without limitation, statements relating to the future operating or financial performance of the Company, are forward-looking statements.

Forward-looking statements are frequently, but not always, identified by words such as "expects", "anticipates", "believes", "intends", "estimates", "potential", "possible", and similar expressions, or statements that events, conditions, or results "will", "may", "could", or "should" occur or be achieved. Forward-looking statements in this news release relate to, among other things, the Company developing eCommerce plug-ins for Magento, PrestaShop, BigCommerce or WooCommerce, expanding into additional markets and scaling operations, the expansion of the eCommerce market, the delivery of packages within stated timeframes, the consolidation of the eCommerce market onto mobile platforms and the growth of the eCommerce market. There can be no assurance that such forward-looking statements will prove to be accurate, and actual results and future events could differ materially from those anticipated in such statements. Forward-looking statements reflect the beliefs, opinions and projections on the date the statements are made and are based upon a number of assumptions and estimates that, while considered reasonable by the respective parties, are inherently subject to significant business, economic, competitive, political and social uncertainties and contingencies. Many factors, both known and unknown, could cause actual results, performance or achievements to be materially different from the results, performance or achievements that are or may be expressed or implied by such forward-looking statements and

the parties have made assumptions and estimates based on or related to many of these factors. Such factors include, without limitation, the ability of the Company to develop additional eCommerce plug-ins, the ability of the Company to recruit drivers, whether the Company can scale operations where eCommerce retailers are located, the expansion of the eCommerce market into mobile platforms, the ability of the Company to deliver packages within stated time frames and the continued growth of the eCommerce market.

Readers should not place undue reliance on the forward-looking statements and information contained in this news release concerning these times. Except as required by law, ParcelPal does not assume any obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors, should they change, except as required by law.