

HARVEY DICK
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FOR IMMEDIATE RELEASE

**INCREASE IN HIS OWNERSHIP OF THE COMMON SHARES
OF SUBSCRIBE TECHNOLOGIES INC.**

Harvey Dick (the “**Acquiror**”) announces that he has acquired control of an additional 540,000 common shares (“**Shares**”) of Subscribe Technologies Inc. (the “**Issuer**”). The 540,000 Shares represents approximately 5.33% of the Issuer’s issued and outstanding Shares, calculated based on 10,138,920 Shares issued and outstanding.

Prior to the acquisition of 540,000 Shares, the Acquiror held 1,810,000 Shares and 100,000 common share purchase warrants (the “**Warrants**”) of the Issuer and represents approximately 19.69% of the Company’s issued and outstanding Shares on a diluted basis, assuming exercise of the Warrants.

As a result of the acquisition of the Shares, the Acquiror now has control over an aggregate of 2,350,000 Shares of the Issuer and 100,000 Warrants of the Issuer, representing approximately 23.93% of the issued and outstanding Shares of the Company on a diluted basis, assuming exercise of the Warrants.

The Shares were acquired by the Acquiror for investment purposes. The Acquiror may increase or decrease its ownership of securities of the Issuer as the circumstances or market conditions warrant.

To obtain a copy of the early warning report filed by the Acquiror, please contact the Acquiror at 604.682.2928 or refer to the Issuer’s SEDAR profile at www.sedar.com.