



College Growth and Millennial Marketing Partnership with Markett

YayYo intends to deploy leading millennial performance-based marketing platform, Markett, as a key part of its customer acquisition plan. By leveraging the Markett platform, the Company will gain access to colleges nationwide. Through Markett's innovative technology and proven marketing teams comprised of students, influencers and key millennial organizations, the Company can rapidly and cost-effectively acquire users in key target markets. These marketing teams are led by entrepreneurs and key figures from: fraternities, sororities, campus clubs, service organizations, student government, and athletics.

The Markett field teams generate new users by talking about YayYo in meetings, Facebook groups and other social media platforms, and by passing out promotional information at campus, parties, dining halls, popular coffee-shops, rec rooms, and dorm rooms. The robust Markett back-end will help the company achieve an estimated 100,000 to 500,000 new downloads of the YayYo app in 2017.

The Markett team and their proven track record have successfully on-boarded over 1,000,000 students to leading ride-sharing apps over the past few years. The Company expects to execute a definitive agreement and launch with Markett in certain regions early in 2017.

This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of our securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

Forward-Looking Statements

This press release contains "*forward-looking statements*" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by words like "*may*," "*will*," "*likely*," "*should*," "*expect*," "*anticipate*," "*future*," "*plan*," "*believe*," "*intend*," "*goal*," "*seek*," "*estimate*," "*project*," "*continue*" and similar expressions. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others:

The forward-looking statements included in this press release are made only as of the date of this release, and except as otherwise required by federal securities law, we do not have any obligation to publicly update or revise any forward-looking statements to reflect subsequent events or circumstances.