



Digital Turbine Platform Ensures Nationwide Smartphone Preload Success

YayYo Inc. has selected global leader in mobile advertising, Digital Turbine, as its preferred vendor for mobile preloads. With an ability to install the Company's app on as many as 30,000 smartphones each day, Digital Turbine has partnered with more than 30 mobile operators and OEMs globally, allowing the YayYo app to be preloaded on new smartphones, ready for activation upon purchase. As the leading independent mobile user acquisition network, Digital Turbine runs campaigns in over 190 countries and has driven over 150 million app installs across both iOS and Android platforms.

Geo-targeting preloads gained Lyft & Uber over 1.9 million customers using Digital Turbine's zip code geo-targeting capability to bring users to their apps with industry-leading install rates.

The companies have reached agreement on pricing and are expected to execute a definitive agreement in the first quarter of 2017. YayYo plans to begin using the Digital Turbine's platform to acquire users as early as March of 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.