



YayYo will Leverage The Mobile Majority Data-Sharing Ecosystem

YayYo is in advanced negotiations with leading mobile data partner, The Mobile Majority, to use its Aspen system as both a technical and marketing resource. Aspen is the leading global platform for mobile apps to glean insights, data, and intelligence that allows for precise marketing and monetization. With hundreds of millions of anonymized data points gathered from the apps on mobile phones throughout the world, YayYo will have the capability to offer customized marketing and advertising campaigns at higher CPMs and provide robust information and insights to its partners.

The companies expect to consummate a commercial agreement early in 2017 and YayYo intends to monetize this functionality later 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.