

PRESS RELEASE FOR
IMMEDIATE RELEASE

COLLABCOIN ANNOUNCES PRE-ICO SALE FOR SMALL TO MEDIUM SIZED BUSINESSES AND PATRONS

Toronto, ON May 29th, 2018 – CollabCoin - the ERC20 utility token that rewards customers for shopping at small businesses – has announced their pre-ICO sale. CollabCoin is building a decentralized loyalty rewards points system where coins can be redeemed for products and services bought across any business within the network, enabling patrons to earn, spend and transfer CollabCoins freely.

CollabCoin was created to support small to medium sized enterprises (SMEs) that are being squeezed out of the market by large multinational corporations (MNCs). A fundamental problem with traditional loyalty programs is delayed fulfillment. Customers must continue shopping to earn enough points to earn a free gift sometime in the future. The reason for this post-transactional rewards system is because in the past, instant payout or immediate reductions were impossible due to the banking and retail infrastructure. With the advent of blockchain technology and cryptography, customers can anticipate instant returns without a complex redemption process. This incentivizes customers to stay loyal to businesses within the CollabCoin network.

The CollabCoin mission aligns with that of Ethereum's to "facilitate transactions between consenting businesses who would otherwise have no means to trust one another."

"Small to medium sized enterprises are the backbone of the global economy, however they often struggle to compete with large multinational corporations." said Adrelle Lewis, CollabCoin's CEO. "CollabCoin's mission is to help SME's grow and succeed through simple innovative solutions. By creating a decentralized loyalty rewards network, SME's can band together to offer greater value for every dollar spent. Consumers can now be rewarded for staying local and supporting SME's."

Pre-sale token purchasers will receive a 25% discount on the initial sale price. Accredited investors in the U.S. can purchase individual tokens for the equivalent of \$.0375 USD in Ethereum, Bitcoin or any fiat currency. CollabCoin is selling a total of 400 million utilitarian tokens.

"Loyalty rewards are only the beginning, as we build a network of SME's across the globe, the potential to improve their day-to-day business and incentivize the public to support SME's is limitless. "

Due to CollabCoin being a decentralized application we don't need to harvest data from users who want to support SME's. This makes registration for the CollabCoin loyalty rewards program very simple. Just download the app (at launch) and enter a location and email address. Once registered any customer with the CollabCoin mobile app can begin receiving CollabCoin tokens for each purchase.

Visit www.collabcoin.com to register for ICO details, app availability and more.

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For further information, to schedule an interview or request an investor summary, please contact:

Courtney Roberts
Chief Marketing Officer, CollabCoin
info@collabcoin.com

Download the Whitepaper
www.collabcoin.com