

NEWS RELEASE

Danavation Technologies Announces Entry into Quebec Grocery Market with Installation of Digital Smart LabelsTM into IGA Location

Toronto, Ontario, July 16, 2021 – **Danavation Technologies Corp. (CSE:DVN)** ("**Danavation**" or the "**Company**"), a Canadian-based Internet of Things (IoT) technology company and provider of micro e-paper displays, today announced that our Digital Smart LabelsTM will be installed at an IGA grocery store located approximately 80 km northwest of Montreal, Quebec. Acquired by Sobeys through the purchase of the Oshawa Group Ltd. in 1998, the Independent Grocers Alliance ("**IGA**") primarily operates in Quebec with over 270 independent affiliated grocers across the province. Danavation anticipates starting the installation before the end of August, 2021.

Sobeys is one of two national grocery retail and distribution companies in Canada, with more than 1,500 corporate and franchise stores across the country including retail banners such as Sobeys, Safeway, IGA, Foodland, FreshCo, Thrifty Foods and Lawtons Drugs. Sobeys is a wholly-owned subsidiary of publicly-traded Empire Company Limited (TSX: EMP.A). In addition to this IGA installation, Danavation is collaborating with Sobeys to help enhance the retail experience for customers while improve pricing and label efficiencies in select stores.

"In addition to the time and cost savings IGA can realize from the installation of our Digital Smart LabelsTM, this location will also benefit from improved customer engagement, reduced risk of inaccurate pricing and the flexibility to change pricing often to showcase daily, weekly and monthly specials – all with a few simple clicks," said John Ricci, CEO of Danavation. "As we expand our portfolio of deployments, Danavation is continuing to alleviate pain points for retailers and other organizations with our unique Platform-as-a-Service solution."

About Danavation

Danavation Technologies Corp. is a Canadian-based, Internet of Things (IoT) technology company, providing micro e-paper displays to organizations across North America. The Company's Digital Smart LabelsTM, powered by IoT automation technology and software Platform-as-a-Service (PaaS), enables companies across various sectors to automate labelling, price, product, and promotions in real-time, enhancing data accuracy and improving performance by removing high labour costs and low productivity associated with traditional labour-intensive workflows. By empowering the adoption of smart retail, smart cities and industry 4.0, our goal is to create a sustainable and profitable business for shareholders while advancing sound environmental, social and governance practices, including by significantly reducing paper usage. Danavation has introduced its solution to retailers across North America, including big box and boutique grocers, while also targeting new markets including healthcare providers, manufacturing, and logistics companies. Learn more about the background of Danavation and our vision for the future on our [website](#). As well, follow us on [LinkedIn](#), [Instagram](#), [Twitter](#) and [YouTube](#) for more updates on how we are transforming the retail landscape.

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Forward-Looking Information

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Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. Accordingly, readers should not place undue reliance on the forward-looking statements and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive. The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.

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