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ShiftPixy Leverages IBM's Watson to Better Connect and Scale

IRVINE, California, March 27, 2018 /PRNewswire/ --

ShiftPixy, Inc. (NASDAQ: PIXY), a disruptive workforce engagement platform provider, has leveraged the powerful Watson's artificial intelligence engine across its platform to achieve an active and personal user experience. ShiftPixy's current mobile gateway app uses Watson to power its entire employee enrollment process.

ShiftPixy CEO Scott Absher stated, "Our new employees no longer have to fill out the burdensome pile of required new employee paperwork. By leveraging Watson's artificial intelligence capabilities, new hires are guided by a conversation with our chatbot 'Pixy' who asks the necessary questions and generates the required employment documents in a highly personal and engaging way."

ShiftPixy's cutting-edge mobile onboarding process gives the Company the ability to onboard its fast-growing employee population base much faster and more efficiently than ever before. Absher continued, "The way ShiftPixy is leveraging AI is in line with our other sophisticated technology offerings because it's an essential tool to keep pace with our rapid growth while continuing to disrupt the traditional employment model. Through the AI-enabled 'Pixy' serving as a 'coach' or 'personal trainer' for onboarding, we're creating a solution that not only streamlines and scales the entire process but brings a uniquely personal touch for new hires."

This announcement comes on the heels of ShiftPixy announcing its [use of blockchain technology](#) to record and track critical human capital validation data as well as leveraging a [sophisticated 'micro-metering' approach](#) to financial and insurance transactions.

The ShiftPixy platform leverages the gig economy concept to match employers searching for part-time employees with qualified workers. Unlike others in the gig economy, ShiftPixy serves as the employer to the workforce, offering access to benefits and other protections while allowing the workers to choose various shift work at a variety of establishments in the ShiftPixy ecosystem. In turn, ShiftPixy partners with businesses in the ecosystem and handles the administrative and compliance burdens that comes with employment, all done centrally through ShiftPixy's app.

Note of Clarification

To be clear, ShiftPixy has never, does not now and will never use its blockchain technology in any form of cryptocurrency or cryptocurrency related application.

Learn More

To discover the power of ShiftPixy for your business please select one of our convenient webinar timeslots

<http://www.shiftpixy.com/webreg>

Or call us at 888-798-9100 to register.

About ShiftPixy

ShiftPixy (NASDAQ: PIXY) is a disruptive human capital management platform, revolutionizing employment in the Gig Economy by delivering a next-gen mobile engagement technology to help businesses with shift-based employees navigate regulatory mandates, minimize administrative burdens and better connect with a ready-for-hire workforce. With expertise rooted in management's nearly 25 years of workers' compensation and compliance programs experience, ShiftPixy adds a needed layer for addressing compliance and continued demands for equitable employment practices in the growing Gig Economy.

ShiftPixy Cautionary Statement

The information provided in this release includes forward-looking statements, the achievement or success of which involves risks, uncertainties, and assumptions. Although such forward-looking statements are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate. If any of the risks or uncertainties, including those set forth below, materialize or if any of the assumptions proves incorrect, the results of ShiftPixy, Inc., could differ materially from the results expressed or implied by the forward-looking statements we make. The risks and uncertainties include, but are not limited to, risks associated with the nature of our business model; our ability to execute the Company's vision and growth strategy; our ability to attract and retain clients; our ability to assess and manage risks; changes in the law that affect our business and our ability to respond to such changes and incorporate them into our business model, as necessary; our ability to insure against and otherwise effectively manage risks that affect our business; competition; reliance on third-party systems and software; our ability to protect and maintain our intellectual property; and general developments in the economy and financial markets. The Company undertakes no obligation to update forward-looking statements if circumstances or management's estimates or opinions should change, except as required by applicable securities laws. The information in this press release shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, and will not be deemed an admission as to the materiality of any information that is required to be disclosed solely by Regulation FD. Further information on these and other factors that could affect the financial results of ShiftPixy, Inc., is included in the filings on Forms 1-A and 10-K and in other filings we make with the Securities and Exchange Commission from time to time. These documents are available on the "SEC Filings" subsection of the "Investor Information" section of our website at <https://ir.shiftpixy.com/financial-information/sec-filings>.

Consistent with the SEC's April 2013 guidance on using social media outlets like Facebook and Twitter to make corporate disclosures and announce key information in compliance with Regulation FD, ShiftPixy is alerting investors and other members of the general public that

ShiftPixy will provide updates on operations and progress required to be disclosed under Regulation FD through its social media on Facebook, Twitter, LinkedIn and YouTube. Investors, potential investors, shareholders and individuals interested in our Company are encouraged to keep informed by following us on Facebook, Twitter, LinkedIn and YouTube.

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SOURCE ShiftPixy, Inc.