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ShiftPixy Launches its Mobile App into the Wild

IRVINE, California, August 3, 2017 /PRNewswire/ --

ShiftPixy, Inc. (NASDAQ: PIXY) ("ShiftPixy"), a disruptive Gig Economy platform provider, announced that it has launched its shift worker mobile app in both the Android and IOS stores for immediate use by ShiftPixy team members in the field.

(Logo: http://mma.prnewswire.com/media/541851/ShiftPixy_Logo.jpg)

The new app has been designed to bridge the gap between providers of shift-based employment and employees looking for additional, hourly opportunities.

ShiftPixy's Co-Founder and CEO, Scott Absher, stated that "the mobile workforce revolution is in full swing. Today's launch starts our introduction and engagement process for shift workers who are now part of the ShiftPixy ecosystem. The ShiftPixy platform empowers employers to find fully vetted, onboarded and ready workers to fill needed shifts, while employees who have the time, desire and ability can now find new work opportunities with the best employers looking for their specific skills."

Absher continued, "Our society is moving towards an on-demand lifestyle from Netflix and Uber to GrubHub, and now ShiftPixy. Our current and growing employee base will be able to onboard themselves with ShiftPixy through the mobile app and begin to manage their personal work lives, giving them the freedom to work when they want, for how long they want, and even for whom they want-as long as the worksite employer is part of the ShiftPixy universe."

Mr. Absher went on to say that "this launch automates the connection between current ShiftPixy field staff to make the onboarding process very simple and paperless. This app is now an employee's secure personal gateway to manage their employee data, engage in interactive, real-time scheduling and connect to locally available shift opportunities."

ShiftPixy plans to roll out important engagement features over the coming weeks-all designed to significantly change the part-time labor market and tackle Gig Economy opportunities and challenges.

To explore the impact of a ShiftPixy approach to human capital management for your business connect with us here:

<https://www.shiftpixy.com/contact-us/>

About ShiftPixy

ShiftPixy is a disruptive human capital management (HCM) services provider, revolutionizing employment in the Gig Economy by delivering a next-gen platform for workforce management that helps shift-based employers navigate regulatory mandates, minimize administrative burdens, and connects them with a ready-for-hire workforce. With expertise rooted in management's nearly 25 years of workers' compensation and compliance programs, ShiftPixy adds a needed layer for addressing compliance and continued demands for equitable employment practices in the growing Gig Economy. ShiftPixy's complete HCM ecosystem manages regulatory requirements and compliance in such required areas as paid time off (PTO) laws, insurance and workers' compensation, minimum wage increases, and the Affordable Care Act (ACA) compliance.

ShiftPixy Safe Harbor Statement:

Our website and other items we publish, including through social media outlets, may contain 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. 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. If any of the aforesaid risks or uncertainties 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, financial markets, and credit markets. 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-Q 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>

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