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ShiftPixy Expands Its Board of Directors

IRVINE, Calif., Oct. 02, 2017 (GLOBE NEWSWIRE) -- ShiftPixy, Inc. (NASDAQ:PIXY) ("ShiftPixy"), an on-demand human capital platform that syncs work opportunities from shift-based employers with ready-for-hire workers, announced today that it has retained Whitney White and Sean Higgins to serve as independent directors on its Board of Directors.

From April 2017 to date, Mr. White has been Chief Operating Officer & Chief Technology Officer of Prime Trust, LLC, a Nevada chartered trust company. Prior to his service with Prime Trust, Mr. White spent 17 years with W.R. Hambrecht + Co., LLC., an investment banking, advisory and brokerage firm that was the Underwriter of ShiftPixy's recently completed Regulation A offering. During his tenure with W.R. Hambrecht + Co., he served in various key roles, including Chief Technology Officer and most recently as Managing Director, Equity Capital Markets. Mr. White earned a bachelor's degree in computer science & psychology from Hamilton College, a master of business administration degree in finance and accounting from Columbia University's Graduate School of Business, and he also received a master of business administration degree in technology and entrepreneurship from the University of California Berkeley's Haas School of Business. Mr. White holds a Series 79 license as an Investment Banking Representative, a Series 24 license as a General Securities Principal, and a Series 7 license as a General Securities Representative. As a member of the board, Mr. White contributes the benefits of decades of leadership and management experience building and advising early stage, technology-driven companies. Mr. White's investment banking experience brings extensive corporate finance and governance expertise to the board. As a senior technologist, Mr. White brings to ShiftPixy years of experience enabling technology that enhances traditional business processes. Mr. White will serve as chairman of the Compensation Committee and the Nominations Committee, and he will also serve on the Audit Committee.

Mr. Higgins is co-founder and Vice President of Professional Services of Herjavec Group, an information security solutions firm headquartered in Toronto, Ontario, since December 2002. Mr. Higgins earned a bachelor's degree in computer science from Purdue University and a master of science degree in electrical engineering and applied physics from Case Western Reserve University. As a member of the board, Mr. Higgins contributes his extensive industry, technical, and entrepreneurial experience. Mr. Higgins will serve on the Audit Committee, the Compensation Committee and the Nominations Committee.

ShiftPixy's CEO, Scott W. Absher, stated that "We are very pleased to have the breadth of experience and talent that these two individuals bring to ShiftPixy. Whit and Sean bring significant technology, finance, governance and information security expertise to ShiftPixy's board."

In addition, Mark Absher, presently serving as ShiftPixy's Registered In-House Counsel, was elected to serve as a Director of the Company. Before his service with ShiftPixy, Mr. Absher served for 11 years as Associate General Counsel of LifeWay, a Nashville based publisher

and retail organization. Mr. Absher has also served as legal counsel and advisor to other businesses in the employment services industry. Mr. Absher earned a bachelor's degree in English education from Bob Jones University and a Juris Doctor degree from The John Marshall Law School in Chicago. Mr. Absher holds licenses to practice law in Illinois and Tennessee and is registered in California to provide legal services as in-house counsel to ShiftPixy, Inc. As a member of the board, Mr. Absher contributes significant industry-specific experience and expertise with regard to the Company's service offering, having served as legal counsel or advisor to three companies in the employment services industry. In addition, Mr. Absher contributes his knowledge of the business, service offerings and markets, as well his substantial experience assisting in the development of corporate strategy and business operations.

Ken Weaver, Chairman of ShiftPixy's Audit Committee, stated that "the employment industry is heavily regulated. Mark brings a useful perspective to the Board, seasoned by substantial employment law, transaction, governance and operational experience. We look forward to his contribution."

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.

Cautionary Statement:

This information, as well as the information on 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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