

April 17, 2018



ShiftPixy's Ecosystem to Enhance Delivery Capabilities that Extend the Gig Economy

IRVINE, California, April 17, 2018 /PRNewswire/ --

ShiftPixy, Inc. (NASDAQ: PIXY), a disruptive workforce engagement platform provider, has welcomed delivery services company Zion Delivery Service as a client into its ecosystem to help streamline its recruiting and scheduling demands. By taking over employer status of Zion Delivery W-2 delivery drivers, ShiftPixy will empower Zion Delivery to scale and grow its work with Amazon Logistics.

As Amazon and other logistics companies respond to the e-commerce delivery boom, they've partnered with local courier services to complete the "last mile delivery" to businesses and consumers. This growth has created a unique digital ecosystem where all parties rely on tech-driven solutions to increase efficiency and streamline communication. The ShiftPixy relationship enables Zion Delivery Service to become a leader in this space while showcasing the advantages of this employment model. Founded in 2004 and focusing on the Southern California market, Zion Delivery Service's rapid growth is due to this increased demand and is now able to expand its footprint by tapping into ShiftPixy's platform.

"As a 7-day-a-week operation, recruiting and retaining talent is critical in order to meet the demands of our partners and end customers," said Jeremy Pippen, President of Zion Delivery Service. "ShiftPixy provides a sophisticated tech-driven recruiting and scheduling platform that will allow us to focus on developing our business in line with the growth of our international partners such as Amazon Logistics."

Harnessing the Gig Economy concept, ShiftPixy matches employers seeking part-time employees or delivery drivers with qualified workers. Unlike others in the Gig Economy, ShiftPixy embraces employer status of the workforce, offering benefits and protections, all while handling administrative and compliance burdens for the operators.

"Our leading-edge approach and underlying technology will empower Zion Delivery Service to manage its fast-growing delivery operation with greater ease and more efficiency," said Scott Absher, CEO of ShiftPixy. "The ShiftPixy driver management layer lets clients leverage the mobile engagement advantages of their Gig Economy competitors for connecting with employees. We're excited to liberate Jeremy and Zion Delivery Service to do what they do best and continue to expand their relationship with Amazon Logistics."

As the logistics industry continues to leverage sophisticated technology to scale and enhance efficiency, ShiftPixy is bringing that same mindset to revolutionize the sector's employment model. ShiftPixy's digital solution includes a private blockchain ledger to record and track critical human capital validation data, a sophisticated 'micro-metering' approach for

financial and insurance transactions, and IBM's Watson artificial intelligence engine to achieve a uniquely personal experience for workers and employers alike.

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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