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## ShiftPixy Announces Chicago Expansion

IRVINE, Calif., May 31, 2018 (GLOBE NEWSWIRE) -- ShiftPixy, Inc. (NASDAQ:PIXY), a disruptive workforce engagement platform provider, today announced the opening of its Chicago location. ShiftPixy's fast-growing client demand continues to drive the Company's expanding national footprint. This announcement follows recent office openings in [Orlando](#) and [Austin](#) earlier this year.

"Recently participating in the National Restaurant Association Show in Chicago confirmed for us how the city is a natural fit for ShiftPixy," stated Scott Absher, CEO of ShiftPixy. "The city has a dominant food and hospitality scene, so we're excited to work with some of the leading fast casual operators in the market. Opening an office in Chicago is also a perfect gateway for us to tap into the rest of the Midwest."

ShiftPixy's innovative employment model and sophisticated technology platform for industries driven by part-time labor, such as restaurant and retail operators, has been quickly embraced as a solution to high turnover. Restaurant and retail operators are experiencing historically high turnover due to the growing competition from the Gig Economy, which is attracting a lot of the part-time workforce. Many of these operators also feel obligated to partner with these Gig Economy platforms for the purpose of third-party delivery offerings. Unfortunately, these partnerships sever control of the brand and customer experience, and force operators to pay a premium. ShiftPixy's cutting-edge platform is in the midst of releasing its driver management layer, which allows operators to compete against those gig platforms and self-deliver a brand-intended experience to consumers at a lower cost than other third-party deliverers.

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

### Learn More

To discover the power of ShiftPixy for your business, please select one of our convenient webinar timeslots <https://www.shiftpixy.com/webinars/> or call us at 888-798-9200 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 over 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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