

March 20, 2020



ShiftPixy Enables Restaurant Operators to Stay Connected to Customers through Self-Delivery During Coronavirus Pandemic

IRVINE, Calif., March 20, 2020 (GLOBE NEWSWIRE) -- ShiftPixy, Inc. (NASDAQ: PIXY), a California-based gig engagement platform provider, today discussed the Company's increased levels of inbound interest due to the current COVID-19 pandemic.

"As you can imagine, we are busy responding to many inquiries from most of the national brands, all of which are trying to keep their employees busy and connected to their store, and wish to use our self-delivery platform to stay connected with customers," stated ShiftPixy's co-founder and Chief Executive Officer, Scott Absher. "In response to the pandemic, major cities including Los Angeles, New York City and Seattle have banned dine-in restaurants, restricting businesses to takeout and delivery exclusively. Using ShiftPixy's driver management technology, restaurant operators can control delivery with their own staff without having to deal with the uncertainties of third-party delivery services. In partnership with ShiftPixy, these restaurants can train their staff to act as delivery drivers – repurposing their existing human capital while adjusting to the current needs of the marketplace."

Mr. Absher concluded, "Coronavirus is hitting all aspects of society hard, and restaurants have had a particularly rough time. Our technology provides a native delivery opportunity to allow multi-unit operators to remain operational in this very challenging environment."

ShiftPixy's platform includes two layers: the first revolves around building operators a robust, easy-to-use digital ordering platform that boosts customer engagement and spending, while the second handles driver management, intercepting online orders, finding a designated driver, creating a driver route, and communicating with the customer as the order is completed.

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. Statements made in connection with any guidance may refer to financial statements that have not been reviewed or audited. 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 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.

Media Contact:

Amy Wang

amy.wang@shiftpixy.com

(949) 245-7291



Source: ShiftPixy, Inc.