



PUDO adding convenience after convenience to \$500B online shopping experience; strategically activating new parcel pick-up/drop-off locations every week.

TORONTO, ONTARIO April 19, 2018 — PUDO Inc. (CSE:PDO) (OTCQB:PDPTF) ("PUDO" or the "Company"), North America's first carrier-neutral Pick-Up Drop-Off Network ("Network"), is pleased to announce the integration of several more convenience-type stores into the Company's coast-to-coast Network of authorized representatives. "Each new convenience or neighbourhood store we engage in becoming a flag-bearing PUDO Point is strategic, moving tens of thousands of North Americans closer to quick and convenient pick-up and return of their online shopping purchases," says PUDO CEO Kurtis Arnold.

Arnold, formerly a master architect of national air traffic control, leads a team of fellow experts in disruptive logistics who have come together to re-imagine and re-map the last-mile gridlock plaguing North America's \$500B e-commerce ecosystem. "Online shopping gained popularity impossibly fast - faster than the system of parcel delivery and returns could manage, or change and adapt. We saw this first in the more mature, densified markets of Europe, and knew that it was just a matter of time before Canada and the United States experienced the same paralyzing retail friction."

The good news for North American consumers, retailers, and fulfillment centres is that PUDO has hit the ground running, avoiding the costly mis-steps that European operators made navigating growth. "We skipped the bricks and mortar storefront building part of the equation and instead designed a courier-neutral system of front-counter-franchising, enabling existing convenience and neighbourhood stores to fly the PUDO flag, activate our logistics technology, and offer online shoppers our suite of convenient last-mile services. Parcel-traffic analytics dictate when and where we activate points within the Network."

Participating in the PUDO Network benefits all players in the e-commerce ecosystem - online retailers, fulfillment centres, consumers, couriers, and PUDO Point proprietors, as the technology offers time and operating cost benefits at all levels of the supply chain. "Now that our technology is solid and we have engaged the loyalty of several large fulfillment centres and online retailers, we are gaining sustainable and collision-free traction," adds Kurtis. "Our goal is to scale activations to 100 PUDO Points per week until we achieve optimal critical mass, and each new activation accelerates our growth plan exponentially."

PUDO uses plug and play technology to link existing bricks-and-mortar locations with consumers and retailers, to form a Network. By becoming part of the Company's Network, merchants act as Pick-Up, Drop-Off (aka PUDO) locations for e-commerce shipments. PUDO software provides consumers with a 'clickable' option to ship their e-commerce parcels to an, 'at-home away from home' PUDO Point, so they can pick up at their convenience, and if return shipment is necessary for any reason, both the consumer and the retailer can be assured of a quick and frictionless transaction.

Recently activated PUDO Points across Canada include community markets and convenience stores in Calgary's North Glenmore and Canyonlands neighbourhoods; Regina's Sherwood Estates neighbourhood; Winnipeg's St. Vital and Kern Park neighbourhoods; Mississauga's Cooksville and Erindale Woodlands neighbourhoods, as well as locations in towns such as Maple Ridge, Spruce Grove, Collingwood, St. Catharines, and Laval.



About PUDO Inc.

Founded in 2015, PUDO Inc. is developing North America's only "carrier-neutral" parcel pick-up/drop-off network. No other company in North America offers staffed retail locations; open for extended hours, to receive consumer deliveries by any carrier. PUDO Points include convenience stores, gas station mini-marts, and grocery stores.

Through the PUDO Point network, consumers can control parcel deliveries – receiving online parcels wherever they want, whenever they want – a fully customizable and convenient method of delivery. When packages arrive at the chosen PUDO Point, customers are automatically notified via text or email that their package has arrived and is ready for pick-up. E-commerce companies and other shippers utilizing PUDO can save on residential "last mile" delivery costs. Consumers can avoid the frustration and inconvenience of missed or stolen deliveries. The final destination of the parcel becomes the safe, staffed retail environment of a PUDO Point.

With a growing network of PUDO Point locations across the U.S. and Canada, PUDO is revolutionizing the North American parcel shipping model. PUDO was recently named one of the Top 20 most innovative public technology companies by the Canadian Innovation Exchange.

For more information, please visit: www.pudoinc.com or www.pudopoint.com. Follow PUDO on Facebook and Twitter.

Information in this news release that is not current or historical factual information may constitute forward-looking information within the meaning of securities laws. The use of any of the words "anticipate", "believe", "expect", "plan", "intend", "can", "will", "should", and similar expressions are intended to identify forward-looking statements. Since forward-looking statements are based on assumptions and address future events and conditions, by their very nature they involve inherent risks and uncertainties. Risks, uncertainties, and other factors involved with forward-looking information could cause actual events, results, performance, prospects, and opportunities to differ materially from those expressed or implied by such forward-looking information. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. Factors that could cause actual results to differ materially from such forward-looking information include, without limitation, uncertainties with respect to service implementation, the economic results of the relationship on the operations of the Company, changes in general economic, market, or business conditions, and those risks set out in the Company's public documents filed on SEDAR. The forward-looking statements contained in this press release are made as of the date hereof and the Company undertakes no obligation to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by law.

For additional information about PUDO, please contact: Karen Speight, at 1-506-694-1250, karen.speight@pudopoint.com.

SOURCE PUDO Inc.