



## **POOL SAFE INC. AND INFORMED MARKETING LLC SIGN U.S. DISTRIBUTION AGREEMENT**

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TORONTO, September 18, 2017 / - Pool Safe Inc. ("**Pool Safe**" or the "**Company**") (TSXV: **POOL**) is pleased to announce the execution of a Distribution Agreement (the "**Agreement**") with Informed Marketing LLC ("**IMLLC**"). Under the terms of the Agreement, IMLLC will market the PoolSafe product to their established network and relationships within the hospitality industry throughout the United States of America ("U.S.A.").

Jordan Fiksenbaum and Brad Goldberg, former executives with Cirque du Soleil and MGM Resorts International, will be working with and supporting the Pool Safe team with its foray into some of the most exclusive and sought after resort brands in the world. "We are excited to work alongside Jordan and Brad, two highly established executives within the hospitality industry", said David Berger, CEO of Pool Safe. "IMLCC has strong ties throughout the industry and as our distribution partner Pool Safe will benefit from their many years in the business."

Mr. Goldberg commented, "The PoolSafe is an innovative product that provides the hotel and resort guests both convenience and security while relaxing by the pool or beach. Having worked within the hospitality industry for most of my career, I can tell you the enormity behind the customer experience and importance of going the extra mile to ensure the enjoyment of guests' visits."

The Agreement sets forth the terms of the distribution arrangement as well as the geographical region where IMLCC and Pool Safe will market, sell and form revenue share partnerships. The Company will manufacture and deliver PoolSafes for installation at hotels, resorts, and waterparks in the U.S.A.

### **About Pool Safe**

Pool Safe Inc. designs, develops and distributes a product known as the "PoolSafe", which functions as a multi-purpose personal poolside attendant. The PoolSafe is designed to provide safety, convenience and peace of mind for hotels, resorts, waterparks and cruise ship guests. Functions include: lockable safe, solar-powered charger for USB compatible electronic devices including phones, cameras and tablets in addition to beverage or server call-buttons, a beverage cooler and holders. Conveniently located alongside pool or beach lounge chairs, the PoolSafe is a unique way of providing vacationers with a comforting sense of security for their belongings, while they enjoy their vacation.

For more information please visit [www.poolsafeinc.com](http://www.poolsafeinc.com)

*Neither TSX Venture Exchange (TSXV) nor its Regulation Services Provider (as that term is defined in policies of the TSXV) accepts responsibility for the adequacy or accuracy of this release.*

### **Cautionary Statements**

*Certain statements contained in this press release constitute forward-looking information. These statements relate to future events or future performance. The use of any of the words "could", "intend", "expect", "believe", "will", "projected", "estimated" and similar expressions and statements relating to*

*matters that are not historical facts are intended to identify forward-looking information and are based on the Company's current belief or assumptions as to the outcome and timing of such future events. The forward looking information contained in this release is made as of the date hereof and the Company is not obligated to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable securities laws. Because of the risks, uncertainties and assumptions contained herein, investors should not place undue reliance on forward-looking information. The foregoing statements expressly qualify any forward-looking information contained herein.*

**SOURCE: Pool Safe Inc.**

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