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muv-u Corp. Reaches \$1 Million Milestone in Merchant Transactions

New website www.MUV-U.com Live!

Barrie, Ontario Canada (August 2, 2016) – muv-u Corp., headquartered in Barrie, Ontario, Canada with offices in New York and Iowa, continues to reach new milestones with the Company's innovative mobile e-commerce and loyalty platform. In less than a year since its official U.S. launch in September 2015, muv-u has over 400 merchants engaging in e-commerce on the muv-u app and over 13,000 consumer downloads. The launch was centred on the University of Iowa's "Hawkeye Rewards" program, which benefits the University of Iowa Athletics. muv-u will surpass the \$1 million milestone in merchant transactions in July 2016.

muv-u also announces the launch of a new website, www.muv-u.com, which details how merchants, affinity partners, and consumers can take advantage of the Company's innovative business model. The muv-u platform provides the Company's business partners and merchants with a new source of revenue, and consumers with the

opportunity to earn and redeem points at local merchants where they regularly shop, dine, and purchase various services.

“We are very excited and pleased with the continued success the mov-u platform has achieved in a relatively short period of time. Surpassing the \$1 million milestone is testimony to the traction our unique business model provides to affinity partners, merchants and consumers alike,” said Tom Ondrejicka, President and CEO. “We are poised to launch the mov-u mobile e-commerce and loyalty platform with several additional major universities across the U.S., and are in discussion with sports organizations in South America. Over the next few months, we will continue to add new technological enhancements to the platform that are designed to increase consumer traffic at merchant partners’ locations, while generating additional income for affinity partners and the Company.”

One of the most recent additions to the mov-u e-commerce and loyalty platform includes the deployment of “beacon” technology. The beacons alert consumers within the proximity of 50 feet/meters of a merchant or affinity partner’s location of special deals and promotions exclusive to users of the mov-u App. Beacons are currently being deployed across mov-u’s merchant network in Iowa, and will be installed at various locations at the University of Iowa venues for sports events.

The first deployment of mov-u’s beacon technology in Iowa City, Iowa will occur for FRYfest – an annual event to be held on FRYday, September 2, 2016, named after of legendary Hawkeyes coach, Hayden Fry. The one day event, which has consistently drawn over 20,000 attendees since its inception in 2009, features activities ranging from the ‘World’s Largest Hawkeye Tradeshow’ to the University’s signature Hawkeye Pep Rally, to officially kick-off the football season. Hawkeye Rewards, which runs on the mov-u platform, is the official mobile App of FRYfest. See details at www.fryfest.com/about/hawkeye-rewards

“As we continue to grow with the addition of new affinity partners, merchants, and sponsors, as well as the explosive downloading of the mov-u App by consumers, we anticipate continued growth in revenues, both for our partners, and for mov-u,” continued Mr. Ondrejicka. “This will help ensure our continued success and expansion across the U.S., in Canada, and the South American markets.”

For more information on MUV-U visit www.muv-u.com, call 1.705.252.9196, or email info@muv-u.com. Inquiries of any type are welcome.

About mov-u

mov-u offers a unique and proprietary mobile e-commerce, loyalty, and communication platform that directly connects merchants with consumers, to create a new untapped source of recurring revenue to affinity partners and merchant businesses. mov-u allows consumers to earn and redeem points at any merchant inside the network, regardless of location, via a powerful proven digital platform, with the capability of providing merchant businesses and affinity partners with invaluable data and analytics about their customers. Headquartered in Barrie, Ontario, Canada with offices in New York and Iowa, mov-u is presently engaged with affinity partners at major universities, health care organizations, and local/regional business development organizations across the U.S. and Canada.

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