LOCALIZE NAMED MOST PROMISING CANADIAN STARTUP OF THE YEAR AT THE 2016 NATIONAL ANGEL SUMMIT

EDMONTON, October 2016 – At the National Angel Capital Organization's (NACO) 2016 Entrepreneur Showcase, Localize was awarded the prestigious Most Promising Startup of the Year award.

NACO's annual Entrepreneur's Showcase highlights Canada's most promising startups that have demonstrated successful growth and are poised to make outstanding contributions. Localize was recognized by peers, leading angel investors, venture capitalists, and industry leaders as Canada's Most Promising Startup 2016. The accolade adds to a growing list of awards for technology advancement and entrepreneurship since the company was founded in 2011.

Localize is not new to the retail food space, the six-year-old company is partnered with over 300 retailers across North America, including running label programs with large and small Canadian chains, and data partnerships with U.S. retail giants.

The innovative Localize platform provides tools for retailers to source, manage, and analyze portfolios of localized product information that digs deep into how food is produced, where it was produced, and who is behind the brand. Sophisticated tools allow Localize to trace and verify geo-attributes and other socially relevant factors related to food products. Labeling programs additionally allow grocers to transmit this information to their shoppers. According to CEO, Meghan Dear, "There is so much more that can be done around our food systems and how we inform and educate people, we've had so much validation from the industry that what we are doing matters, and this recognition is another exciting example of that."

Localize labeling programs help retailers communicate at the shelf level, so that shoppers are empowered with transparent and reliable information about product attributes that are most important to them. Localize provides intelligent tools for retailers and creates connections along the food supply chain all the way from producers and processors to shoppers, providing context and authentic information at the shelf-edge. The innovative software, successful growth track record and ability to adapt to industry needs has resulted in recognition by peers, investors, and industry leaders as 2016's Most Promising Startup in Canada.

ABOUT LOCALIZE

Localize is a unique data marketplace and grocery shelf labeling service that helps retailers and food producers and processors take a consumer-centric approach to sourcing, labeling and localization of specialized food products. Through unique geospatial and social attributes and smartphone-enabled grocery shelf tags, shoppers are empowered with information on the *who, what, where and how* behind the products they buy. Localize's powerful database, application, and sourcing portal mean that retailers can easily manage their local and specialty product listings and labels, source more products for their store shelves, and successfully invest in local and specialty food initiatives. Localize currently works with over 300 retailers and more than 800 food producers and processors, is a certified B-Corporation, and has received numerous awards for technology innovation. For more information, visit LocalizeYourFood.com

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