



MyDx Introduces New Product Offering: MyDx360

MyDx Launches a Robust Platform to Support New Brands and Product Development using its Data Analytics Formulation Engine

SAN DIEGO, CA -- (Marketwired) -- 05/04/17 -- [MyDx, Inc.](#) (OTCQB: MYDX), a science and technology company and creator of MyDx® (My Diagnostic), the first multi-use handheld chemical analyzer designed for Cannabis professionals and retail consumers to correlate the chemical profile of cannabis with how it makes them feel and which ailments it alleviates, today announced a new service offering in MyDx360, a Software As A Service (SAAS)-based community engagement platform designed to help entrepreneurs develop, launch and track the effects of newly formulated concentrate products on consumers to help penetrate their target markets more effectively.

As part of the service, companies will choose from among MyDx's many chemical formulations that best align with the ailments its target demographic is seeking to alleviate. From there, MyDx will outsource the delivery of those formulations through licensed concentrate manufacturing facilities and provide customer-engagement support via its SAAS platform to acquire and analyze user feedback. Collectively, this suite of services will be called [MyDx360](#).

MyDx360 Overview

MyDx360: Full Product Coverage

Select a Chemical Profile

Select from MyDx's database of targeted formulas and choose an intensity level (Low, Medium and High). Further customization exists for premium contracts.

Data Analysis

As feedback is accumulated, MyDx will provide you insights that can be used to fine tune your product development/marketing and sales strategies.

Develop Product

MyDx will send your specifications to one of its concentrate manufacturing partners. Once delivered, you'll be able to brand and then sell them.

Customer/ Product Feedback

As your brand hits the market, you'll be able to engage your customer base and collect feedback via the MyDx App. More tailored solutions for premium contracts



- **Select Formula:** Select from MyDx's database of targeted formulas and choose an intensity level (Low, Medium and High). Further customization exists for premium contracts.
- **Product Development:** MyDx will send your specifications to one of your preferred concentrate manufacturing partners.
- **Customer Feedback:** As your brand hits the market, you'll be able to engage your customer base and collect feedback via the MyDx App.
- **Data Analysis:** As feedback is accumulated, MyDx will provide you and your customers insights that can then be used to fine tune new product development/marketing and sales strategies.

The purpose of MyDx360 is three-fold:

- Bridge the relationship gap between customers and companies
- Facilitate real-time feedback to help companies respond to changing market trends
- Provide soup to nuts coverage of formulated-concentrates

MyDx360: Subscription Pricing & Services

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	Non-Member	Standard	Premium
Annual Service Fees	N/A	Set-up Fee: \$10k Min Order Value: \$12.5k	Set-up Fee: \$15k Min Order Value: \$20k
Formula Access	Limited	Yes	Yes
Formula Customization	No	Yes, change up to 5 cannabinoids and terpenes	Yes, change the formula as necessary
Flavors	No	Yes	Yes
Value Added Features	No	Pay per Use	Pay per Use
Oil Cartridge Pricing	\$3.49 per unit Min 1,000 order	1 – 1,000: \$3.49/ unit 1,001 – 5,000: \$2.99/ unit 5,001+: \$2.49/ unit	Branded Cartridge 5,001+: \$2.49/ unit
Premium Battery	\$3.99	\$3.99	\$3.99
SAAS Ecosystem	No	Yes	Yes

Pricing Subject to Change

MyDx360 will offer its customers various levels of support according to its status level in the subscription agreement. For instance, standard and premium subscribers will have access to varying levels of formula customization and data analyses to support their business and product development initiatives. Please see attached image for more details.

"MyDx360 will offer seamless market entry to aspiring entrepreneurs and brands by streamlining the process by which they create formulated-concentrates and then provides them with a feedback ecosystem directly connecting customers with brands", said Daniel Yazbeck, Chief Executive Officer, MyDx. "It will also provide MyDx with a new high margin revenue stream where it is able to leverage its software and data to support the hyper growth in the market."

For more information regarding MyDx360, please visit www.cdxmlife.com/mydx360 or email info@cdxmlife.com.

About MyDx, Inc.

MyDx, Inc. (OTCQB: MYDX) is a chemical detection and sensor technology company based in San Diego, California whose mission is to help people Trust & Verify® what they put into their minds and bodies. The Company developed MyDx®, a patented, affordable portable analyzer that provides real-time chemical analysis and fits in the palm of the user's hand. The multi-use MyDx analyzer leverages over a decade of established chemical detection technology to measure chemicals of interest. The Company owns a substantial and growing intellectual property portfolio of patents covering its technology. The MyDx AquaDx®, OrganaDx™ and CannaDx™ sensors are now commercialized, and the AeroDx® application is next in line. All sensors will be compatible with a MyDx App that empowers consumers to live a healthier life by revealing the chemical composition of what they eat, drink and inhale. For more information, please visit www.cdxmlife.com.

Forward-Looking Statements

This news release contains "forward-looking statements" as that term is defined in Section 27(a) of the Securities Act of 1933, as amended, and Section 21(e) of the Securities Exchange Act of 1934, as amended. Statements may contain certain forward-looking statements pertaining to future anticipated or projected plans, performance and developments, as well as other statements relating to future operations and results. Any statements in this press release that are not statements of historical fact may be considered to be forward-looking statements. Words such as "may," "will," "expect," "believe," "anticipate," "estimate," "intends," "goal," "objective," "seek," "attempt," or variations of these or similar words, identify forward-looking statements. These forward-looking statements by their nature are estimates of future results only and involve substantial risks and uncertainties, including but not limited to risks associated with the uncertainty of future financial results, additional financing requirements, development of new products, our ability to complete our product testing and launch our product commercially, the acceptance of our product in the marketplace, the uncertainty of the laws and regulations relating to cannabis, the impact of competitive products or pricing, technological changes, the effect of economic conditions and other uncertainties detailed from time to time in our reports filed with the Securities and Exchange Commission, available at <http://ir.cdxmlife.com/all-sec-filings> or www.sec.gov.

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Source: MyDx, Inc.