



For Immediate Release

Pioneering's SmartBurner Now Available at Best Buy in the U.S. to Consumers Both at Retail and On-line

- ***Best Buy is first US Retailer to make SmartBurner available in-store***
- ***SmartBurner included in Best Buy's new "Seniors Care Solutions" program***

(Mississauga, ON October 29, 2018) – Pioneering Technology Corp. (TSXV: PTE; OTC: PTEFF), ("Pioneering" or the "Company"), North America's leader in cooking fire prevention technologies and products is pleased to announce that SmartBurner is now available on retail shelves in the United States at Best Buy.

Until now SmartBurner has only been available to multi-residential property owners/managers. Best Buy is the first U.S. retailer to make this important cooking fire prevention product available for direct purchase to the U.S. consumer market. Beginning this month, SmartBurner will be available in-store at select locations across the United States and available to everyone on-line at www.bestbuy.com.

SmartBurner's proven temperature limiting control (TLC) technology is a natural fit for Best Buy's new "Senior Care Solutions" program, a program committed to providing seniors with products that support a safe and independent lifestyle while providing their caregivers peace of mind.

To date, Pioneering's proven temperature limiting control technology has been installed in over 300,000 multi-residential housing units throughout North America and around the world with the U.S. military helping to eliminate the number one cause of household fire – cooking fires.

According to the National Fire Protection Association, seniors are an especially high-risk group for cooking fires. Seniors over 65 years of age are twice as likely to die in a household fire and adults 75 and 85 years and older are 3 to 4 times as likely to die in a household fire. SmartBurner product availability at Best Buy U.S. is timely as it coincides with the highest risk time of the year when household cooking fires increase 2 – 3 times during the U.S. holiday season.

Pioneering CEO Kevin Callahan said of the announcement, "We are very happy to be working with Best Buy to help make a difference for seniors and caregivers. This is a major milestone for the SmartBurner product. Having it available to the general public is consistent with our strategic objective of taking this product to retail in advance of regulatory changes coming in April 2019 that we believe will have a significant positive impact on the SmartBurner business in both the B2B and B2C aftermarkets."

Callahan continued, "We recently completed statistically significant third-party research confirming that the B2C after-market in the U.S. is a \$3 billion opportunity. Equipped with this new quantitative data we are focused on pursuing additional B2C retail opportunities to complement our B2B business and continue driving growth of the SmartBurner business."

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About Pioneering Technology Corp.: Pioneering Technology is an "energy smart" technology company and North America's leader in innovative cooking fire prevention technologies and products. Our mission is simple: To help save lives and property from the number one cause of household fire – cooking fires. We do this by engineering and bringing to market energy-smart solutions that make consumer appliances safer, smarter, and more efficient. Our

patented cooking-fire prevention products address the multi-billion-dollar problem of cooking fires. According to the National Fire Protection Association, stovetop cooking is the number one cause of household fire and fire injuries in North America. Pioneering's patented temperature limiting control (TLC) technology is now installed in over 250,000 multi-residential housing units across North America without a single cooking fire being reported, delivering peace of mind and a solid return on investment for its customers. Pioneering's proprietary cooking fire prevention solutions include Safe-T-element, SmartBurner, SmartRange, RangeMinder & Safe-T-sensor and are suitable for the majority of the more than 140 million stoves/ranges and over 140 million microwave ovens in use throughout North America. For more information, visit www.pioneeringtech.com.

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The TSX Venture Exchange Inc. has neither approved nor disapproved the contents of this press release