

APPIPHANY TECHNOLOGIES EXPANSION TO INCLUDE INTELLECTUAL PROPERTY PROTECTION AND SECURITY.

SALT LAKE CITY, UTAH – January 4th 2016 (OTCPink – APHD), is pleased to announce its plans to immediately launch the expanded suite of Intellectual Property products and services for the global market. As of 2015, the projected value of global trade in counterfeit and pirated physical goods topped \$1.77 trillion dollars <http://www.iacc.org/resources/about/statistics>. This counterfeit assault will affect every consumer in one form or another. Counterfeit goods can be dangerous (substandard and dangerous components put health and safety at risk for end-users); they are illegal and often support organized crime and terrorist cells; and they often support global child labor.

“Appiphany’s contra-brand disruptive business efforts will expand our suite of products to include Brand Protection, Risk Management and Brand Integrity consultancy, Internet Monitoring as well as support services that will augment our current core software creation” stated Rob Sargent, Appiphany’s CEO. Mr. Sargent, “in the near future, we also have plans to acquire businesses and or technologies with depth, expertise and experience in this highly under-served marketplace. The acquisition(s) will spearhead the new growth initiatives encompassing all aspects of the protection of Intellectual Property Protection for global brand owners.”

About Appiphany Technology Holdings Corp.

Appiphany Technologies commenced operations in June of 2009. The scope of the business was based around the use of new technologies in the consumer market. Appiphany has now completely diversified its offerings to deliver global “best of breed” products and technologies to bring complete holistic solutions to combat the global trillion dollar counterfeit and pirating operations. Diversifying its involvement in the various industries where technologies blend with entertainment. The evolution of the Company will be the expansion of our suite of products to include Brand Protection, Risk Management and Brand Integrity consultancy, Internet Monitoring as well as support services that will augment our current core software creation.

Forward-Looking Statements

Except for the historical information contained herein, the matters discussed in this press release are forward-looking statements. Actual results may differ materially from those described in forward-looking statements and are subject to risks and uncertainties. See Appiphany’s filings with the SEC, which may identify specific factors that may cause actual results or events to differ materially from those described in the forward-looking statements.