



UpSnap Announces Changes to Board of Directors

Toronto, Ont. – July 2, 2020 – UpSnap Inc. (CSE: UP) ("UpSnap" or the "Company"), a leading provider of mobile and intent based advertising solutions, today announced changes to its Board of Directors (the "Board"). Director Michael Inskip has resigned from the Board to pursue other opportunities. Mr. Inskip's position will be filled by Canadian Marketing and Advertising executive Kristina Finch.

Ms. Finch has extensive experience in the Marketing and Advertising sectors and currently holds a Director position at MiQ Digital. Prior to joining MiQ, Ms. Finch held Director positions at Verticalscope and RevContent. Ms. Finch's appointment to the UpSnap Board of Directors remains subject to approval from the Canadian Securities Exchange.

"We are pleased to welcome Kristina Finch to our Board of Directors and are confident that her extensive experience in the marketing and advertising industry will serve us well as we continue to grow UpSnap," said Bruce Howard, Chief Executive Officer of UpSnap. "As well, I would like to personally thank Mr. Inskip for his time as a Director and wish him the best of success in his future endeavours."

About UpSnap

UpSnap provides highly-targeted, data-driven mobile advertising to attract the ideal audience for brands big and small. Combining first-party proprietary data and real-time analytics, UpSnap goes beyond location to deliver site agnostic and results-driven campaigns that produce qualified, engaged customers. UpSnap tailors each campaign to align with unique business goals, delivering the right customers for more meaningful exposure and better business results.

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Caution Regarding Forward Looking Information

Certain information set out in this News Release constitutes forward-looking information. Forward-looking information is often, but not always, identified by the use of words such



as "seek", "anticipate", "hope", "plan", "continue", "estimate", "expect", "may", "will", "intend", "could", "might", "should", "scheduled", "believe" and similar expressions.

Although the forward-looking statements contained in this news release are based upon what management of the Company believes are reasonable assumptions on the date of this news release, the Company cannot assure investors that actual results will be consistent with these forward-looking statements. Forward-looking statements involve substantial known and unknown risks, uncertainties and other factors which cause actual results to vary from those express or implied by such forward looking statements. These statements should not be read as guarantees of future performance or results, and they will not necessarily be accurate indications of whether or not such results will be achieved.

The forward-looking statements contained in this press release are made as of the date hereof and based on what management of the company believes are reasonable assumptions. The Company disclaims any intention or obligation to update or publicly revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required under applicable securities laws. Furthermore, the Company does not assume responsibility for the accuracy and completeness of the forward looking statements set out in this news release. The Company's forward looking statements are expressly qualified in their entirety by the foregoing cautionary statements.

The CSE has not reviewed, approved or disapproved the content of this press release.