



## UPSNAP ANNOUNCES LAUNCH OF UPSNAP DIRECT WEBSITE

<http://www.upsnapdirect.com>

**Toronto, Ont. February 13, 2018** – UpSnap Inc. (CSE: UP) ("UpSnap" or the "Company"), a leading provider of mobile advertising solutions, is pleased to announce the launch of its new UpSnap Direct website, enabling advertisers to sign up for intent-based direct mail campaigns using UpSnap's proprietary Intentional Direct Mail ("IDM") service.

Using Intentional Direct Mail technology, advertisers are able to expand their audience by identifying previously anonymous site visitors and sending a personalized postcard to their residence within days of their site visit.

"We are actively engaged in helping our advertisers turn browsers into buyers by shifting the expressed interest of those visiting their site into a sale," said Bruce Howard, CEO of UpSnap. "The value proposition created with UpSnap Direct is abundantly clear to advertisers and we're optimistic about the opportunity this technology provides us."

For further information, please visit <http://www.upsnapdirect.com/>

### About UpSnap

UpSnap provides highly-targeted, data-driven mobile advertising to attract the ideal audience for brands big and small. Utilizing real-time analytics, UpSnap goes beyond location to deliver app-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.