



## **UPSNAP ANNOUNCES SALES MILESTONE FOR ITS INTENTIONAL DIRECT MAIL PRODUCT**

**Toronto, Ont. – June 27, 2018** – UpSnap Inc. (CSE: UP) ("UpSnap" or the "Company"), a leading provider of mobile and intent-based advertising solutions, today announced that sales of its Intentional Direct Mail product have reached a crucial milestone with more than 500 campaigns being sold to U.S. small businesses in its four month launch period.

Most recently, UpSnap announced its partnership with MarketStar, the industry leading provider of Sales as a Service® solutions to continue to fuel Intentional Direct Mail sales and has also begun to onboard reseller partners to expand its sales effort.

"This has been an incredibly successful product launch, and we are starting to see several verticals embrace Intentional Direct Mail (IDM)," said Bruce Howard, CEO of UpSnap. "We are encouraged by the positive ROI many businesses enjoy with IDM, some are experiencing returns as high as 60 to 1. One client stated that they've never experienced such a swift and positive response from any form of advertising."

UpSnap will continue to pursue and grow its reseller network to help the millions of small businesses nationwide to receive the benefits of intent-based marketing and help them convert interest into income.

### **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.