

SponsorsOne Announces Appointment of Seth Brouwers as Chief Operating Officer

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For Immediate Release

January 6, 2014 - Toronto, Ontario: New International Infopet Systems Ltd. (CNSX: SPO) (the "Company") is pleased to announce the appointment of Seth Brouwers as Chief Operating Officer (COO). Mr. Brouwers has served as an advisor to MXM Nation and SponsorsOne since October 2012.

The Company is scheduled on January 8, 2014 to change the Company's name to [SponsorsOne Inc.](#)

"Seth is a trusted leader who consistently delivers results. He is uniquely qualified to drive strategic prioritization and accountability within SponsorsOne." said Myles Bartholomew, CEO of SponsorsOne. "I have confidence in Seth's ability to focus on operational excellence as we integrate planned acquisitions and build the sales delivery channel.

Effective immediately, Brouwers will assume responsibility for product strategy, platform development, service delivery and operations across the company.

Prior to this appointment, Brouwers was responsible for driving the SponsorsCloud product development and developing the vision for social sponsorship. Previously, he was VP Operations and Product Manager for Pinpoint Environmental Inc. He holds a Masters in Business, Entrepreneurship and Technology degree from the University of Waterloo and he acts as director and advisor to various technology start-up companies.

Michelle Berelowitz served as COO of [MXM Nation Inc.](#) and Interim COO of SponsorsOne Inc.

"I thank Michelle for all her accomplishments over the past year. Michelle was instrumental in the relaunch of MXM Nation, the development of SponsorsCloud and guiding us through the process of taking the company public." states Myles Bartholomew. "We've appreciated her laser-focus on detail and execution and wish her well as she embarks on the next stage of her career."

About SponsorsOne:

SponsorsOne is defining and driving the emergence of social sponsorship as the next evolution of engagement for brands and online enthusiasts. SponsorsOne is assembling the creative team, the social sponsorship platform and the affiliated social networks to empower marketers to develop long-term, high-value relationships with their consumers. The MXM Nation online community will continue to grow as a social network within SponsorsOne.

