



BRISIO INNOVATIONS INC

FOR IMMEDIATE RELEASE

CSE: BZI

BRISIO INNOVATIONS ANNOUNCES ACQUISITION OF HIT GAME, SPERMY'S JOURNEY, WITH OVER 4 MILLION DOWNLOADS AND OVER 1 MILLION INSTALLED USERS

VANCOUVER, BC, April 2, 2014 – Brisio Innovations Inc. (CSE: BZI) (the “Company”) is pleased to announce that it has purchased all rights, intellectual property and online assets associated with “Spermy’s Journey, A Race To The Egg!”, an Android and IOS game app that has been one of the most highly downloaded and played games on Android and IOS since its release earlier this year. The Company paid the vendor \$130,000 USD as consideration for these assets.

About Spermy’s Journey:

According to AppAnnie.com, an app store market data tracking website, Spermy’s Journey reached the following daily ranks within the past month (March 2014):

Google Play

Top 5 Overall downloaded app in 2 countries
Top 10 Overall downloaded app in 3 countries
1 App in Overall games in 3 countries
1 App in Arcade games in 9 countries
Top 5 Overall game in 10 countries
Top 5 Arcade game in 21 countries
Top 10 Overall game in 17 countries
Top 10 Arcade game in 26 countries

Apple Appstore (iPhone)

1 Overall downloaded app in 6 countries
Top 5 Overall downloaded app in 17 countries
Top 10 Overall app in 19 countries
1 App in Overall games in 8 countries
1 App in Strategy games in 21 countries
Top 5 Overall game in 19 countries
Top 5 Strategy game in 28 countries
Top 10 Overall game in 21 countries
Top 10 Strategy game in 40 countries

Since its launch on the Google Play store on February 7th 2014 and the Apple App store on March 11, 2014, Spermy's Journey has been downloaded over 4 million times and was a featured review on DailyAppShow, which cites statements such as, "The Next Flappy Bird", "Entertaining and funny", and "hilarious and highly addictive"⁽¹⁾.

Spermy's Journey has generated \$25,300 USD over the last 30 days via in-app purchases and advertising revenue.

Spermy's Journey is available for download free at the Google Play store at:

<https://play.google.com/store/apps/details?id=com.sperminator.game>

Spermy's Journey is available on iTunes at: <https://itunes.apple.com/us/app/spermys-journey-race-to-egg!/id741293412?mt=8>

Spermy's Journey is also available for Android users at:

<http://apps.goodereader.com/games/android-games-casual/?did=29746>

The Company is also pleased to announce that the developer of Spermy's Journey, Mr. Brian Appell, will be joining the Company's board of advisors. Mr. Appell is a veteran tech entrepreneur and mobile app developer, and founder of Avalanche Mountain Apps, a mobile application company that focuses primarily on creating games for the iPhone, iPad and Android devices.

Brian Appell states: "I look forward to being a part of the Brisio team and working with them to maximize the value of their existing mobile app portfolio and to generate ideas to help grow their stable of apps".

Paul Andreola, CEO of the Company, states: "In the last 90 days, since changing our name to Brisio Innovations Inc. and launching our new business plan focused on mobile app acquisition and acceleration, the Company has successfully listed on the tech-friendly Canadian Securities Exchange, completed 43 mobile app acquisitions, increased its overall install base from 0 to almost 1.3 million and increased its combined daily downloads from 0 to over 100,000. We have also entered into a letter of intent to acquire an interest in the largest independent app store in Canada, which, if completed, will allow us to increase exposure to our growing portfolio of apps and help gain exposure for the thousands of software developers trying to gain attention for their apps in a very competitive marketplace. We feel these developments will put us in the remarkable position for a new junior tech company of being a cash flow positive business in the very near future".

"In all respects, we are ahead of our own aggressive schedule of developing new value for our shareholders. With industry statistics based on the recent acquisition of WhatsApp by Facebook and the IPO of King Digital valuing each at over \$40⁽²⁾ and over \$60⁽³⁾ per user respectively, the install base of over 1 Million users of Spermy's Journey adds substantial value

to the Company. Many of the major app markets, such as North America and Asia, remain virtually untapped and should be very strong prospects for future growth of the Spermy's Journey game and franchise".

The additional value to the Company of being able to cross market the other apps in our portfolio to the over 1 million active users of Spermy's Journey make this latest acquisition invaluable to our future growth and success".

Sources:

- (1) <http://dailyappshow.com/2-5-million-android-install-game-spermys-journey-enters-apple-frontier>
- (2) <http://www.forbes.com/sites/ericjackson/2014/02/24/whatsapp-could-be-worth-100-billion-once-it-monetizes-like-its-asian-peers/>
- (3) <http://abcnews.go.com/Business/candy-crush-king-ipo-king-digital-entertainment/story?id=23055217>

About the Company

Brisio Innovations is focused on the acquisition, development and marketing of software applications for mobile computing devices, such as smart phones, tablets, and wearable computers.

On behalf of the Board,

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For more information on Brisio visit <http://brisio.com/>
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Disclaimer for Forward-Looking Information

Certain statements in this news release are forward-looking statements, which reflect the expectations of management regarding potential positive effects that the acquisition of Spermy's Journey may have on the business of the Company. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs,

plans, expectations or intentions regarding the future, and include discussion of: (i) revenue generating potential of the app; (ii) market potential for the app; and (iii) the positive effects on the Company's business resulting from the purchase of the app. Such statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements. No assurance can be given that any of the events anticipated by the forward-looking statements will occur or, if they do occur, what benefits the Company will obtain from them. These forward-looking statements reflect management's current views and are based on certain expectations, estimates and assumptions which may prove to be incorrect. A number of risks and uncertainties could cause the Company's actual results to differ materially from those expressed or implied by the forward-looking statements, including: (i) that app purchasers may cease or fail to purchase the app; (ii) that potential growth is not as expected; (iii) other factors beyond the Company's control. These forward-looking statements are made as of the date of this news release and the Company assumes no obligation to update these forward-looking statements, or to update the reasons why actual results differed from those projected in the forward-looking statements, except in accordance with applicable securities laws. Additional information about the Company is available in the Company's public filings with Canadian securities regulators, available on SEDAR at www.sedar.com.