



For Immediate Release

360 CAPITAL FINANCIAL SERVICES GROUP TO FORM THREE DYNAMIC NEW BUSINESS UNITS TO CAPITALIZE ON OPPORTUNITIES IN THE FINANCIAL SERVICES SECTOR

Vancouver, BC – April 10, 2014 – 360 Capital Financial Services Group Inc. (the “Company”), (CSE: TSZ) announces the formation of three new business units to capitalize on opportunities in the financial services sectors in both Canada and China. Each of these business units is focused on exciting growth opportunities and will be vertically integrated with the Company’s current business activities within the life insurance and financial services distribution and business model.

360 CAPITAL’S THREE NEW BUSINESS UNITS

1. Exempt Market Dealer (EMD)

With a growing aging population of baby boomers, longer life expectancy and the current low interest rate environment, retirees and those planning retirement are challenged to generate sufficient income and growth to address their retirement and long-term care needs. To provide potential higher risk adjusted returns, our EMD plan to offer baby boomers alternative investments that would complement their existing portfolios. EMDs are exempt market securities dealers registered under provincial securities legislation in one or more jurisdictions in Canada.

2. Life Insurance Funding (LIF)

Retired and about to retire baby boomers need financial planning for retirement and may have to fund for their long-term care. Many retirees own life insurance policies, which have minimal cash value, compared to the face amount of the coverage. To monetize the value of their life insurance and help fund their living expenses during retirement, policyholders may be able to borrow against their life insurance to generate immediate cash or provide ongoing cash flow during their retirement years. LIF assists seniors to access cash today from life insurance policies without them having to cancel their policies.

3. Foreign Investment in Canada (FIC)

Facing the prospects of slower economic growth in China and with the approval of the Chinese government, high-net worth families are seeking to diversify and invest their assets overseas. Chinese investors are increasingly looking to invest a portion of their considerable wealth in politically and economically stable countries such as Canada. FIC will help wealthy Chinese individuals and business owners to invest in Canada as well as providing business consultation and facilitation of bilateral trade and investment opportunities between Canada and China.

To implement these initiatives, 360 Capital will apply for an EMD license as well as any regulatory and licensing requirements necessary to develop the EMD, LIF and FIC business units. It should be noted that the licensing process takes time and effort, and while there are no guarantees this will happen, we are confident that with our industry expertise and the assistance of strategic partners, we will be able to become fully compliant with any regulatory requirements governing these initiatives.

About 360 Capital Financial Services Group Inc.

360 Capital, through its subsidiary business units, is developing, growing and operating insurance and financial services businesses and distribution through acquisition, partnership, joint-venture, and strategic alliance and cooperation – in Canada and Asia Pacific.

The CSE has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

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Forward Looking Statements

Certain information set forth in this news release may contain forward-looking statements that involve substantial known and unknown risks and uncertainties. All statements other than statements of historical fact are forward-looking statements, including, without limitation, statements regarding future financial position, proposed new business units in EMD, LIF and FIC, business strategy, proposed acquisitions, partnerships, joint-ventures and strategic alliances and co-operations, budgets, cost and plans and objectives of or involving the Company. These forward-looking statements are subject to numerous risks and uncertainties, certain of which are beyond the control of the Company including, but not limited to, the impact of general economic conditions, industry conditions, dependence upon regulatory and shareholder approvals, the execution of definitive documentation and the uncertainty of obtaining additional financing. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements. The Company does not assume any obligation to update or revise its forward-looking statements, whether as a result of new information, future events, or otherwise.