

HYBRID PAYTECH (FREEPORT CAPITAL INC) APPOINTS OGILVY ACTION MONTREAL AS THEIR COMMUNICATIONS AGENCY TO SUPPORT THE ROLL OUT OF THEIR MOBILE PAYMENT SOLUTION

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Freeport Capital Inc. (CNSX:FAS) Following the collaboration of two technological leaders, Hybrid Paytech and Zebra Technologies Corporation (NYSE:ZBRA) in 2012, it was announced today that OgilvyAction Montreal has been appointed as the Agency to drive the communications for Hybrid's innovative mobile payment technology solution. This remit includes, but is not limited to the brand positioning; roll out into the digital arena, PR activation and more. Both companies are based in Montreal but share the common mandate of being global leaders in their respective fields. OgilvyAction will be calling on the power of their network to support in every appropriate discipline to ensure that this revolutionary technology maintains the success and accolade that it has already achieved.

In response to the announcement Massimo Barone – Chairman FREEPORT CAPITAL INC (CNSX:FAS) stated that he was “delighted by the partnership as Ogilvy is an expert in building brands that thinks globally and acts locally”. In response Jean Louis Gusiew, Managing Director, OgilvyAction Montreal expressed how “he was exceptionally excited by the challenge, Hybrid a key player for mobile payment, a visionary company. This truly will be a great fit for both of us”.

About Freeport Capital

First Equity Strategy LLC (DBA; Hybrid Paytech) is a subsidiary of Freeport Capital Inc. Based in Montreal, Canada; Hybrid Paytech is a technology leader in the mobile payment space for EMV, Credit and Pin Debit acceptance offering an Enterprise Ready Platform (ERP) enabling Processors and Acquirers with quick merchant adoption solutions. With a global footprint, Hybrid Paytech is an enabler of easily deployable payment systems for Smartphones, Tablets, PDA's focusing on encryption and authentication for merchants in the Fleet, Delivery, Logistics, Transit, Government, Hospitality and on the go Retail industries.

About OgilvyAction

OgilvyAction is the global brand activation network of The Ogilvy Group. With its 82 offices and 2000 people, OgilvyAction delivers a broad range of services including experiential marketing, shopper marketing, trade marketing and promotional services. Supporting each of these is a capability in field marketing, digital activation, retail design and analytics that builds brands by creating purchase behavior. The agency's client portfolio features Fortune 500 Blue Chip brands and some of the most innovative marketers around the world. OgilvyAction is part of the WPP Group, the world's largest communications services organizations (NASDAQ:WPPGY, www.wpp.com.)

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