



SponsorsOne Announces Strategic Business Update and Beta Launch

For Immediate Release

Waterloo, Ontario, June 17, 2015: **SponsorsOne Inc.** (CSE: SPO) (Frankfurt: 5SO) (“SponsorsOne” or the Company”), the Company that developed the SponsorsCloud™ platform that allows Brands to build authentic and engaged communities around their products and services, is pleased to provide investors with an operational and strategic update on the Company.

- 1. SponsorsCloud™ Beta:** The Company has launched a closed beta test on the production platform, testing the User and Brand interactions. For the User, testing of the sign up and engagement has scaled to 6 million sign ups per minute. For the Brands the sponsorship campaign management and sponsorship tiers enable the Brands to launch their creative content into their social networks. The social User can sign up to be sponsored by a brand and then engage directly with Brand’s campaigns. Brands can assign rewards for authentic engagement with their campaigns within the user’s social networks and the Company monitors and reports the ROI on every campaign. Users get rewarded for engagement, and Brands use word of mouth marketing through the User’s social network. How the Sponsorship campaign is set up along with the quality of the creative campaign will determine the success of engagement. Using the SponsorsCloud™, real time system analytics the Brands can adjust the sponsorship campaign to continually enhance returns.
- 2. SponsorsCloud Open Beta:** Planned to start in Q3, any user will be able to sign up and engage with the Brands participating in the Beta, and for their involvement during the Beta the Company will place complimentary credits in their account for redemption when the SponsorsCloud™ goes live, which is expected to occur in Q4 2015.



3. **Financing Update:** The Company has been financed through equity trades in 2015 and this will continue. Financing opportunities are being explored to fund the Company's acquisitions and commercial launch strategy.
4. **Acquisitions:** The Company continues to have an active M&A funnel of acquisition opportunities including the NFU Inc. acquisition in Canada as previously announced. Entry into the USA digital marketing segment will occur through the acquisition of a major Digital Agency and discussions continue with potential targets.

About SponsorsOne:

SponsorsOne is positioning itself to become a leader in the next evolution of digital marketing with the SponsorsCloud™ platform that allows Brands to build and manage their own proprietary and highly engaged digital ad networks within the social realm.. The SponsorsCloud™ platform allows for data driven marketing campaigns that will change the way brands connect to their customers. SponsorsCloud™ is a tool for brands to inspire real movements around their products and services in which their most valuable customers become their best salespeople, producing far greater ROI than current social media advertising methods.

SponsorsOne is also the creator of a proprietary Social Sponsorship Currency that gives consumers real compensation for their authentic social media engagement (blogs, videos, tweets, pins and posts) along with a Social Marketplace to trade their social currency for products and services with the brands they love.

ON BEHALF OF THE BOARD
Gary Bartholomew, Executive Chairman

To learn more please visit <http://sponsorsone.com>
Or <http://www.sponsorsone.com/de/>

The Canadian Securities Exchange ("CSE") has neither approved nor disapproved the contents of this Press Release.



Forward-Looking Statements

This news release contains forward-looking statements and information that are based on the beliefs of management and reflect the Company's current expectations. When used in this news release, the words "estimate", "project", "belief", "anticipate", "intend", "expect", "plan", "predict", "may" or "should" and the negative of these words or such variations thereon or comparable terminology, are intended to identify forward-looking statements and information. Such statements and information reflect the current view of the Company with respect to risks and uncertainties that may cause actual results to differ materially from those contemplated in those forward-looking statements and information.

By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the following risks: risks associated with marketing and sale of securities; the need for additional financing requirements and access to capital, reliance on key personnel; the potential for conflicts of interest among certain officers or directors with certain other projects; the volatility of the volume and price of the Common Shares, the failure of the business strategy, the integrity of the Company's patents and proprietary intellectual property and competition. The Company cautions that the foregoing list of risk factors is not exhaustive and is subject to change and there can be no assurance that such assumptions will reflect the actual outcome of such items or factors. When relying on the Company's forward-looking statements and information to make decisions, investors and others should carefully consider the foregoing factors and other uncertainties and potential events, including the risk factors set out in the Company's Listing Statement. The Company has assumed a certain progression, which may not be realized. It has also assumed that the material factors referred to above will not cause such forward-looking statements and information to differ materially from actual results or events.

THE FORWARD-LOOKING INFORMATION CONTAINED IN THIS NEWS RELEASE REPRESENTS THE EXPECTATIONS OF THE COMPANY AS OF THE DATE OF THIS NEWS RELEASE AND, ACCORDINGLY, IS SUBJECT TO CHANGE AFTER SUCH DATE. READERS



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