



SponsorsOne's Cryptocurrency Launches in the USA with newly formed subsidiary SponsorsOne Media Inc.

For Immediate Release

Waterloo, Ontario, January 11, 2018: SponsorsOne Inc. (CSE: SPO) (Frankfurt: 5SO) (the "Company"), has developed the SponsorsCloud platform which supports smart contracts between Brands, Consumers and Influencers, automatically determining compensation for authentic social media engagement using the SponsorCoin. SponsorsOne is pleased to announce it has incorporated it's USA subsidiary, SponsorsOne Media Inc., in Delaware, operating in Los Angeles and New York City.

"We are ready to change the way Brands engage with the Millennial, creating authentic community's, which are proprietary to each Brand within all social networks," stated Myles Bartholomew, CEO of SponsorsOne. "The role of each office is to build the Brand's creative content and social media strategies using the SponsorCoin smart campaign technology, driving sales straight to our ecommerce platform so we are a part of the process, from marketing to financial settlement."

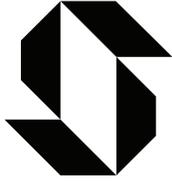
SponsorsCloud turns every consumer connected to the Brand into an Influencer and compensates them with the SponsorsCoin for their authentic engagement. The Influencer can then use the SponsorCoin and their discount to purchase products and services from any participating Brand making SponsorsCloud the first seamless crypto-commerce platform.

About SponsorsOne:

SponsorsOne is positioned as a leader in the happening evolution of social digital marketing and crypto-commerce with the SponsorsCloud platform and its highly scalable digital – smart contract based crypto-currency called SponsorCoin. Combined, this allows Brands to build and manage their own proprietary and highly engaged communities of influencers within the social realm. The SponsorsCloud platform allows for data driven marketing smart campaigns that will change the way brands connect to their customers and compensate for authentic engagement using the SponsorCoin digital crypto-currency. SponsorsCloud and SponsorCoin are tools 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's goal is to drive marketing costs to zero for the Brands and in turn will earn 15-20% of all sales generated from each of the Brands smart campaigns – a success, fee-based revenue model. With our focus on attracting the Millennial, their total consumer goods spending is forecasted at \$1.3 Trillion in 2018, the largest ever in history.

ON BEHALF OF THE BOARD

Gary Bartholomew, Executive Chairman



To learn more please visit www.sponsorsone.com
Or 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 SHOULD NOT PLACE UNDUE IMPORTANCE ON FORWARD-LOOKING INFORMATION AND SHOULD NOT RELY UPON THIS INFORMATION AS OF ANY OTHER DATE. WHILE THE COMPANY MAY ELECT TO, IT DOES NOT UNDERTAKE TO UPDATE THIS INFORMATION AT ANY PARTICULAR TIME EXCEPT AS REQUIRED IN ACCORDANCE WITH APPLICABLE SECURITIES LEGISLATION.