



Founder of 5x5 Media Mr. Guy Zajonc to lead SponsorsOne's transactional media business as President

For Immediate Release

Waterloo, Ontario, January 16, 2018: SponsorsOne Inc. (CSE: SPO) (**Frankfurt: 5SO**) (the “Company”), has developed the SponsorsCloud™ platform to support the world's first scalable digital cryptocurrency for social networks called the SponsorCoin. SponsorCoin support smart contracts between Brands, Consumers and Influencers which automatically determines compensation for authentic social engagement. SponsorsOne is pleased to announce the appointment of Mr. Guy Zajonc as President of SponsorsOne Media Inc. in the USA.

“We are very pleased to add Mr. Zajonc to the management of SponsorsOne. His experience in content creation and transactional media is invaluable to the Brands we have engaged,” stated Myles Bartholomew, Founder and CEO of SponsorsOne. “This will be critical as we take the marketing lead for our Brands and develop engaging content in the form of video production to be distributed through all digital channels worldwide.”

“I envision Sponsors One Media creating, producing, owning and distributing excellent video content capable of delivering multiple streams of revenue to SponsorsOne. We intend to broadcast digitally through channels such as Amazon, Netflix, and others, as well as our own channels.” states Guy Zajonc, President of SponsorsOne Media Inc. “The audience engagement model is established through the SponsorsCloud, which will aggregate millions of consumers into communities around each brand featured in this content.”

Mr. Zajonc, Founder and former CEO of Five By Five Media Inc, (“5x5”) 5X5 produced over \$100M USD in television programming including EMMY winning “Jamie Oliver’s Food Revolution” for ABC, “The Hero” and “Wake Up Call” with Dwayne ‘the Rock’ Johnson, and “Fashion Star” for NBC, distributed to over 100 countries.

Mr. Zajonc will lead the buildup of the delivery teams for Specialty Food, Fashion, Beauty, eSports and more, including original creative development, content production, sales, marketing, distribution, Brand support and crypto-commerce.

About SponsorsOne:

SponsorsOne is positioned as a leader in the next 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 campaigns that



will change the way brands connect to their customers and compensate the consumer for authentic engagement using the SponsorCoin digital crypto-currency. SponsorsCloud™ and SponsorsCoin 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.

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 SHOULD NOT PLACE UNDUE IMPORTANCE ON FORWARD-



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