

UPCO International Inc. (CSE: UPCO) (Frankfurt: U06)

Vancouver, BC, Canada

NEWS RELEASE

Upco International Inc. Announces Appointment of Former Vice President of iBasis to accelerate the Adoption of the UPCO APPLICATION

Vancouver, BC, January 22, 2018, Upco International Inc. (CSE: UPCO) (Frankfurt: U06) ("UPCO") is pleased to announce that it has appointed Mr. Juan Ramos Taboada as advisor to the Board of Directors. Mr Ramos Taboada has extensive experience in building successful companies. He is based in Argentina. From 2011 to 2015 he was the Chief Operating Officer of Business Telecommunications Systems ("BTS"). BTS had revenues of \$350 million and he was responsible for world operations. In 2011 Mr. Ramos Taboada was the strategic advisor for SKYPE for Latin America based in Luxemburg and Buenos Aires. He was instrumental in helping SKYPE to develop its Latin American footprint. From 2000 to 2010 Mr. Ramos Taboada was the Vice President Latin America of iBasis. iBasis is a leading international voice carrier and provider of value-added services for mobile operators. The company rapidly grew to be one of the largest carriers of international voice traffic in the world and in 2009 became a subsidiary of Royal KPN N.V., the national carrier of the Netherlands. He holds a Mechanical Engineer degree from the National University of Tucuman, Argentina; Masters in Business Administration (MBA) from I.E.S.E, Barcelona, Spain, and Advanced Management Program (AMP) at Harvard Business School, Boston.

Mr Andrea Pagani, CEO and President commented: "We are very pleased to have Mr. Ramos Taboada join our team as the advisor to the Board. Mr. Ramos Taboada has a very successful background assisting and building companies on the international stage. He will bring tremendous value to our company through his vast network as we roll out our Blockchain E-wallet."

Upco has issued 200,000 stock options exercisable at \$0.35 for a period of 5 years to advisors of the company.

About Upco International Inc.

Upco International Inc. is a cloud-based mobile service company which provides high-quality voice termination to a market driven by the growing activity in online communications and commerce. Upco is a licensed Global Telecom Carrier within the international VoIP (voice over IP) wholesale business. Upco has designed a software application for Apple iOS and Android, similar to SKYPE and WhatsApp. With the forthcoming addition of the Upco E-Wallet using Blockchain Payment Services, users will be able to: send invoices, approve payments, transfer international funds, convert international currencies, and track transfers and payments. The application will also allow vendors to securely share account information with their clients.

Please visit www.upcointernational.com for further information.

ON BEHALF OF THE BOARD OF DIRECTORS

Jag Sandhu, Director and Vice President, Corporate Development

Neither the Canadian Securities Exchange nor its regulation services provider has reviewed or accepted responsibility for the adequacy or accuracy of the content of this news release.

Forward-Looking Statements

This press release contains forward-looking information or forward-looking statements (collectively "forward- looking information") within the meaning of applicable securities laws. Forward- looking information is typically identified by words such as: "will" "may" "believe", "expect", "anticipate", "intend", "estimate", "development", "forthcoming", "potentially" and similar expressions, or are those, which, by their nature, refer to future events. Upco cautions investors that any forward-looking information provided by Upco is not a guarantee of future results or performance, and that actual results may differ materially from those in forward-looking statements.