

Trading symbol: TSX-V: WFG
News Release No. 12-02

Waterfront Capital Grants Stock Options

West Vancouver, British Columbia – July 24, 2012 – In connection with the recent appointment of Andrzej Kowalski as a director of Waterfront Capital Corporation (the “Company”), the Company is pleased to announce that it has granted 75,000 incentive stock options to Mr. Kowalski at an exercise price of \$0.10 per share for a term of 5 years.

For further information, contact Mr. Clive Shallow, Shareholder Communications, at 604-922-2030, or visit the Company’s website at www.waterfrontgroup.com

Waterfront Capital Corporation

“Douglas L. Mason”

Douglas L. Mason, Chief Executive Officer

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.