



WATERFRONT
CAPITAL
CORPORATION

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Waterfront Capital Closes Non-Brokered Private Placement

West Vancouver, British Columbia – August 8, 2014 – Further to the Company’s news release of June 17, 2014, Waterfront Capital Corporation (the “Company” or “Waterfront Capital”) is pleased to announce that the Company has closed tranche 1 of its non-brokered private placement (the “Private Placement”). Under tranche 1, the Company has raised \$60,000 by the issuance of 600,000 units (the “Units”) at \$0.10 per Unit. Each Unit consists of one common share and one share purchase warrant, with each warrant entitling the holder to purchase an additional common share for a period of two years at an exercise price of \$0.20. All of the securities issued pursuant to tranche 1 of the Private Placement are subject to a hold period expiring on December 8, 2014. The Company anticipates completing tranche 2 of the Private Placement with the next two to three weeks. The Company intends to use the proceeds from the Private Placement for financing and expanding its business and capital markets advisory services and for general working capital purposes.

Early Warning Disclosure

In connection with the Private Placement, Douglas Mason, the Chief Executive Officer and a director of the Company, announces that on August 7, 2014 he acquired, direct or indirect, ownership of 250,000 Units of the Company at a price of \$0.10 per Unit. As a result, Douglas Mason now has, direct or indirect, ownership of 1,995,556 common shares of the Company representing approximately 17.2% of the issued and outstanding common shares of the Company. In addition, Mr. Mason holds stock options to purchase an additional 275,000 common shares of the Company and also holds warrants for the purchase of an additional 550,000 common shares of the Company. If these stock options and warrants were exercised in full, Mr. Mason would own, directly or indirectly, 2,820,556 common shares of the Company representing approximately 22.69% of the Company’s then issued and outstanding common shares, assuming no other shares of the Company are issued. Douglas Mason acquired the Units for investment purposes and he may increase or decrease his ownership position in the future.

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

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“Sead Hamzagic”

Sead Hamzagic, CFO

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