



WATERFRONT
CAPITAL
CORPORATION

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Waterfront Capital Announces Non-Brokered Private Placement

West Vancouver, British Columbia – October 20, 2014 – Waterfront Capital Corporation (the “Company” or “Waterfront Capital”) announces that, subject to regulatory approval, the Company intends to proceed with a non-brokered private placement to raise up to \$300,000 by the issuance of 3,000,000 non-flow through units (the “Units”) at \$0.10 per Unit. Each Unit will consist 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. With respect to this private placement, the Company may pay finders’ fees in the amount of 10% (payable in cash or Units), based on the sale of the Units purchased by subscribers introduced to the Company by such finders.

The Company intends to use the proceeds from this private placement for financing and expanding its business and capital markets advisory services and for general working capital purposes.

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

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“Douglas L. Mason”

Douglas L. Mason, Chief Executive Officer

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This news release contains forward-looking statements about the Company, its future performance, strategies or prospects, and possible future action. The words “may”, “could”, “should”, “would”, “suspect”, “outlook”, “believe”, “plan”, “anticipate”, “estimate”, “expect”, “intend”, “forecast”, “objective” and similar expressions are intended to identify forward-looking statements. Forward-looking statements are not guarantees of future performance. Forward-looking statements involve inherent risks and uncertainties, both about the Company and general economic factors, so it is possible that predictions, forecasts, projections and other forward-looking statements will not be achieved. We caution you not to place undue reliance on these statements as a number of important factors could cause actual events or results to differ materially from those expressed or implied in any forward-looking statement made in relation to the Company. These factors include, but are not limited to, general economic, political and market factors in Canada, the United States and internationally, interest and foreign exchange rates, global equity and capital markets, business competition, technological changes, changes in laws and regulations, judicial or regulatory judgements, legal proceedings and catastrophic events. The above list of important factors that may affect future results is not exhaustive. Before making any investment decisions, we encourage you to consider these and other factors carefully. All opinions contained in forward-looking statements are subject to change without notice and are provided in good faith but without legal responsibility.