



WATERFRONT  
CAPITAL  
CORPORATION

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## **Waterfront Capital Closes Non-Brokered Private Placement**

**West Vancouver, British Columbia** – December 22, 2014 – Further to the Company’s news release of October 20, 2014, Waterfront Capital Corporation (the “Company” or “Waterfront Capital”) is pleased to announce that the Company has closed its non-brokered private placement (the “Private Placement”).

The Company has raised \$206,204 by the issuance of 2,062,040 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. In connection with this Private Placement, finders’ fees in the amount of \$7,500 were paid. All of the securities issued pursuant to the Private Placement are subject to a hold period expiring on April 20, 2015.

“Since our launch in January, 2014, we have built an advisory network of some 900 Investment Advisors across Canada and we are attracting a growing number of public company clients to Waterfront Capital,” said Rick Peterson, President of Waterfront Capital. “With the completion of this financing, the Company is now poised to launch the Capital Markets division of its business, which is a very important milestone for us”.

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. In connection with the advisory business services that are presently provided, Waterfront Capital is working towards expanding its business services to potentially include the distributions of exempt market securities, and in connection therewith, has made application to the British Columbia Securities Commission for registration as an “Exempt Market Dealer” in accordance with National Instrument 31-103 Registration Requirements and Exemptions (“NI 31-103”).

For further information, contact Mr. Clive Shallow, Shareholder Communications, at 604-922-2030 or visit the Company’s website at [www.waterfrontcapitalcorp.com](http://www.waterfrontcapitalcorp.com)

### **WATERFRONT CAPITAL CORPORATION**

*“Douglas L. Mason”*

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**Douglas L. Mason, Chief Executive Officer**

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