



WATERFRONT  
CAPITAL  
CORPORATION

2489 Bellevue Avenue  
West Vancouver, B.C.  
Canada V7V 1E1  
Tel: 604-922-2030  
Fax: 604-922-2037

**News Release No: 15-01**

**Trading symbol: TSX-V: WFG**

### **Waterfront Strategic Capital Corporation Approved as an Exempt Market Dealer**

**West Vancouver, British Columbia** – January 6, 2015 – Waterfront Capital Corporation (the “Company” or “Waterfront Capital”) is very pleased to announce that its wholly owned subsidiary, Waterfront Strategic Capital Corporation (“Waterfront Strategic”) has received regulatory approval for registration as an Exempt Market Dealer (“EMD”) in the Provinces of British Columbia, Alberta and Ontario, effective January 5, 2015.

“This approval is a very significant milestone for us since it allows Waterfront Strategic to establish a Capital Markets business platform and to distribute exempt market securities on behalf of our private and public company clients,” said Rick Peterson, Waterfront Capital’s President, and President & CEO of Waterfront Strategic.

An exempt market dealer may act as a dealer or underwriter for any securities which are prospectus exempt, and as a dealer for investment funds which are either prospectus qualified or prospectus exempt, provided these funds are sold to clients who qualify as exempt purchasers.

Mr. Peterson also indicated that the establishment of Waterfront Strategic’s EMD registration and Capital Markets platform is a natural expansion of the services already offered by Waterfront Capital under its Business Advisory platform. Since January 2014, Waterfront Capital has been helping some of Canada’s leading growth companies by introducing them to the more than 900 Investment Advisors in independent and bank-owned dealers across Canada.

“Many of our Business Advisory clients at Waterfront Capital will want to raise funds as their businesses grow. With Waterfront Strategic’s EMD registration now in place, we will be able to help them raise capital with our strong network of accredited investors made up of retail, institutional and family wealth management clients in Canada and abroad,” said Peterson.

#### **About Waterfront Capital and Waterfront Strategic:**

**Waterfront Capital Corporation** (“Waterfront Capital”) and its wholly owned subsidiary, **Waterfront Strategic Capital Corporation** (“Waterfront Strategic”), offer Business Advisory and Capital Markets services to numerous leading growth companies.

Waterfront Capital’s Business Advisory platform offers a range of products and services designed to increase our clients’ exposure and visibility within a network of more than 900 Investment Advisors in Canada’s leading independent and bank-owned investment dealers.

Waterfront Strategic offers Capital Markets services by helping raise funds for our corporate clients from accredited retail, institutional and family wealth management clients in Canada and abroad.

Waterfront Strategic is registered as an Exempt Market Dealer in the Provinces of BC, Alberta and Ontario in accordance with National Instrument 31-103 Registration Requirements and Exemptions (“NI 31-103”). Exempt Market Dealers may act as a dealer or underwriter for any securities which are prospectus exempt, and as a dealer for investment funds which are either prospectus qualified or prospectus exempt provided these funds are sold to clients who qualify as exempt purchasers.

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”*

---

**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.*

*This news release contains forward-looking statements about Waterfront Capital Corporation and its subsidiary, Waterfront Strategic Capital Corporation (collectively referred to in this paragraph as “Waterfront”), their future performances, strategies or prospects, and possible future actions. 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 Waterfront 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 Waterfront. 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.*