

# SponsorsOne Announces Appointment of Seth Brouwers as Chief Operating Officer

*Not for distribution in the United States or through United States wire services*

For Immediate Release

January 6, 2014 - Toronto, Ontario: New International Infopet Systems Ltd. (CNSX: SPO) (the "Company") is pleased to announce the appointment of Seth Brouwers as Chief Operating Officer (COO). Mr. Brouwers has served as an advisor to MXM Nation and SponsorsOne since October 2012.

The Company is scheduled on January 8, 2014 to change the Company's name to [SponsorsOne Inc.](#)

"Seth is a trusted leader who consistently delivers results. He is uniquely qualified to drive strategic prioritization and accountability within SponsorsOne." said Myles Bartholomew, CEO of SponsorsOne. "I have confidence in Seth's ability to focus on operational excellence as we integrate planned acquisitions and build the sales delivery channel.

Effective immediately, Brouwers will assume responsibility for product strategy, platform development, service delivery and operations across the company.

Prior to this appointment, Brouwers was responsible for driving the SponsorsCloud product development and developing the vision for social sponsorship. Previously, he was VP Operations and Product Manager for Pinpoint Environmental Inc. He holds a Masters in Business, Entrepreneurship and Technology degree from the University of Waterloo and he acts as director and advisor to various technology start-up companies.

Michelle Berelowitz served as COO of [MXM Nation Inc.](#) and Interim COO of SponsorsOne Inc.

"I thank Michelle for all her accomplishments over the past year. Michelle was instrumental in the relaunch of MXM Nation, the development of SponsorsCloud and guiding us through the process of taking the company public." states Myles Bartholomew. "We've appreciated her laser-focus on detail and execution and wish her well as she embarks on the next stage of her career."

## About SponsorsOne:

SponsorsOne is defining and driving the emergence of social sponsorship as the next evolution of engagement for brands and online enthusiasts. SponsorsOne is assembling the creative team, the social sponsorship platform and the affiliated social networks to empower marketers to develop long-term, high-value relationships with their consumers. The MXM Nation online community will continue to grow as a social network within SponsorsOne.

For more information, please contact: Investor Relations at SponsorsOne

Toll-free: (888) 948-8028 x4

Local: (519) 279-6793 x4

Email: [investor.relations@sponsorsone.com](mailto:investor.relations@sponsorsone.com)

Twitter: [@SponsorsOne](https://twitter.com/SponsorsOne)

***The CNSX has neither approved or disapproved the contents of this press release.***

### **Forward-Looking Statements**

This news release contains forward-looking statements and information that are based on the beliefs of management and reflect the Company's current expectations. When used in this news release, the words "estimate", "project", "belief", "anticipate", "intend", "expect", "plan", "predict", "may" or "should" and the negative of these words or such variations thereon or comparable terminology, are intended to identify forward-looking statements and information. Such statements and information reflect the current view of the Company with respect to risks and uncertainties that may cause actual results to differ materially from those contemplated in those forward-looking statements and information.

By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the following risks: risks associated with marketing and sale of securities; the need for additional financing requirements and access to capital, reliance on key personnel; the potential for conflicts of interest among certain officers or directors with certain other projects; the volatility of the volume and price of the Common Shares, the failure of the business strategy, the integrity of the Company's patents and proprietary intellectual property and competition. The Company cautions that the foregoing list of risk factors is not exhaustive and is subject to change and there can be no assurance that such assumptions will reflect the actual outcome of such items or factors. When relying on the Company's forward-looking statements and information to make decisions, investors and others should carefully consider the foregoing factors and other uncertainties and potential events, including the risk factors set out in the Company's Listing Statement. The Company has assumed a certain progression, which may not be realized. It has also assumed that the material factors referred to above will not cause such forward-looking statements and information to differ materially from actual results or events.

THE FORWARD-LOOKING INFORMATION CONTAINED IN THIS NEWS RELEASE REPRESENTS THE EXPECTATIONS OF THE COMPANY AS OF THE DATE OF THIS NEWS RELEASE AND, ACCORDINGLY, IS SUBJECT TO CHANGE AFTER SUCH DATE. READERS SHOULD NOT PLACE UNDUE IMPORTANCE ON FORWARD-LOOKING INFORMATION AND SHOULD NOT RELY UPON THIS INFORMATION AS OF ANY OTHER DATE. WHILE THE COMPANY MAY ELECT TO, IT DOES NOT UNDERTAKE TO UPDATE THIS INFORMATION AT ANY PARTICULAR TIME EXCEPT AS REQUIRED IN ACCORDANCE WITH APPLICABLE SECURITIES LEGISLATION..