

## **SponsorsOne appoints Fashion Industry luminary Warren Noronha to the Advisory Team**

*“Social Media Is Making Over the Fashion Industry” Mashable, 2013*

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

For Immediate Release

January 30, 2014 - Waterloo, Ontario: SponsorsOne Inc. ([CSE: SPO](#)), the new marketplace for social sponsorship and commerce is pleased to announce the appointment of Warren Noronha to the Company's Advisory Team.

“I'm excited to begin working with SponsorsOne as they bring social sponsorship to brands that people love. There are few industries that generate more passion amongst consumers than the fashion industry.” said Warren Noronha.

Warren has been making an impact for over 17 years in the fashion industry. He combined his passion for both fashion and social media technology to found MYMAG, a digital media company that enables celebrities to connect more closely with their fans. More recently he founded Artist Media Publishing, an exciting new offering in digital content creation for brands and influencers. He brings strong relationships with major global brands and artists including Floyd Mayweather, Deepak Chopra, Olivia Munn, Diddy, Pharrell Williams, Brett Ratner, Steve Aoki and Danny Trejo.

SponsorsOne is assembling this Advisory Team with some of the brightest minds in technology, sports, music, entertainment and business development to provide industry leadership insights on SponsorsOne's growth and market strategy.

Myles Bartholomew, CEO of SponsorsOne comments. "We are thrilled that Warren has agreed to serve on our Advisory Team. His interest and passion for social sponsorship, coupled with his celebrity connections and business acumen will be a great help across all aspects of our sales and marketing initiatives. We look forward to Warren's active participation as we continue to build our system and grow the business."

### **About SponsorsOne ([CSE: SPO](#))**

SponsorsOne is poised to be the Engine of the Social Economy delivering both social sponsorship and social commerce. The SponsorsCloud system enables brands and influencers to identify and sponsor their online enthusiasts. The xCredit currency gives consumers real rewards for their authentic engagement. Social sponsorship combines the proven impact of elite sponsorship with the explosive power of social to create an entirely new way for brands, influencers and enthusiasts to connect.

For more information, visit our website [sponsorsone.com](http://sponsorsone.com)

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***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

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