

SponsorsOne Announces Initial Agreement to Acquire NFU Inc., a Toronto-Based Experiential Marketing Company

First acquisition to build a global creative and sales delivery channel for SponsorsOne

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For Immediate Release

January 31, 2014 - Toronto, Ontario: SponsorsOne Inc, ([CSE:SPO](#)) the new marketplace for social sponsorship and commerce, is pleased to announce that it has entered into a term sheet to acquire NFU Inc., a Toronto-based digital marketing and creative agency.

“We are excited about our first acquisition. Building a global digital marketing and creative services platform is essential for the success of SponsorsOne,” stated Myles Bartholomew, CEO of SponsorsOne. “The team at NFU Inc. brings global access to the worlds largest brands and professional influencers along with a world-class network of creative talent.”

The NFU transaction is valued at \$900,000. To satisfy the purchase price, the Company intends to issue up to 1,000,000 shares at a price of \$0.90 per share. These shares will be issued as 20% at closing, 20% six months later, 30% on the first anniversary of closing and the remaining 30% eighteen months after closing. The issuance of the final 30% tranche of shares will be subject to NFU Inc. meeting certain performance criteria.

“SponsorsOne is the future of digital marketing within social networks where brands want to engage one-on-one with users,” stated Adam Pearsall, CEO of NFU Inc. “The patent pending Social Sponsorship platform combined with the Social Commerce engine creates real cash rewards that translate into true economic value to the enthusiast and brands, and the social networks in which they engage.”

Mr. Pearsall will assume the Chief Revenue Officer role at SponsorsOne. In this role, Mr. Pearsall will manage the acquisitions of other digital marketing agencies and social networks, and ensure collaboration and revenue agreements with major professional influencers and brands.

The pending acquisition is conditional on board approval, regulatory approval, due diligence and the negotiation of definitive documentation.

About NFU:

NFU Inc. is an experiential marketing agency that specializes in creating unique experiential encounters where brands own the moment, cementing their relationship with consumers. NFU Inc. designs custom programs to nurture unwavering brand affinity. Programs range from large-scale mobile tours, to PR stunts to dynamic street teams. Through NFU Inc.’s brand incubator, proprietary programs in the realm of experiential, television and media, and brick & mortar

businesses are created. NFU Inc. doesn't tell brands that they can help them market to consumers effectively; NFU Inc. creates and/or invests in brands and creates consumer engagement.

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 cash 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. Social Commerce prices the value of the xCredits and social currency based on the users impact within the social network maximizing the return on investment for the enthusiasts authenticate engagement and reduces costs of marketing for Brands. Real people, engaging with real brands for real currency getting paid by the brands they love.

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The CSE 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: the risk that the Company is not able to complete the transaction, 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 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..