

Music Mogul Lord Seb Webber joins SponsorsOne Advisory Team

“One of 30-Under-Thirty music executives in 2010” - Billboard Magazine

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For Immediate Release

February 12, 2014 - Waterloo, Ontario: SponsorsOne Inc. ([CSE: SPO](#)), the creators of social sponsorship, today announced the appointment of Lord Seb Webber to the Company's Advisory Team.

“Music artists are demanding more from their social media connection with their fans. Many are focused on the business side and are looking for ways to bring value to both their fans and the brands that they have partnered with.” said Seb Webber. “My passion is to work on their behalf and I am excited to now offer them social sponsorship opportunities.”

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.

Mr. Webber has been active in all aspects of the music industry from managing artists to selling concert tickets direct to consumers. At the prestigious XL Recordings he worked with MIA, Radiohead, Adele and more. He then founded the ticketing company CrowdSurge and exited when it was valued at \$30M.

Today, Lord Webber is with Red Light Management where he currently serves as co-manager for Markus Schulz, Ferry Corsten, New World Punx, Steve Angello, AN21, Max Vangeli, Third Party, Qulinez, Rusko, Deep Dish and Giorgio Moroder.

Red Light Management is the largest global music management firm in the industry. Their roster includes such artists as Tim McGraw, Alicia Keys, Lionel Richie, Phish, Ben Harper, Damian Marley, Alabama Shakes, Pretty Lights and many more.

Myles Bartholomew, CEO of SponsorsOne comments. "Seb Webber is one of the music industry's strongest advocates for serving the best interests of music artists. I anticipate Seb offering his valuable assistance in shaping our offering to best suit his clientele."

About SponsorsOne (CSE: SPO)

SponsorsOne is the next evolution of digital marketing, enabling one-to-one, authentic engagement between brands, influencers and their online enthusiasts through social sponsorship and commerce. With the SponsorsCloud platform, brands and influencers can identify and sponsor their fans. The xCredit is the currency that gives consumers real compensation for their authentic blogs, videos, tweets, pins and posts. With SponsorsCloud and the xCredit currency, the company is building the engine for the social economy.

To learn how to get your online enthusiasts working for you, visit <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 UNDERTAKE TO UPDATE THIS INFORMATION AT ANY PARTICULAR TIME EXCEPT AS REQUIRED IN ACCORDANCE WITH APPLICABLE SECURITIES LEGISLATION..