

SponsorsOne Appoints Jonathan Leong as Chief Financial Officer and Announces Option Grant

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

For Immediate Release

February 27, 2014 - Waterloo, Ontario: [SponsorsOne](#) Inc. ([CSE: SPO](#)), (“SponsorsOne” or the “Company”), the social commerce platform that brings elite sponsorship to the masses, today announced the appointment of Jonathan Leong as its new Chief Financial Officer, effective immediately.

Mr. Leong joins the management team of SponsorsOne as the Company continues to pursue its strategy of acquiring boutique digital marketing agencies and social networking companies.

Mr. Leong brings extensive experience leading financial operations in both publicly and privately-held companies, in a variety of audit, advisory, M&A and business valuation engagements.

“Jonathan’s impressive background in both accounting and finance makes him a great fit for his new role at SponsorsOne,” said CEO Myles Bartholomew. “We welcome him to our team and look forward to his contributions in the financial management of SponsorsOne’s rapid, global growth.”

Jonathan Leong is a Chartered Professional Accountant and Chartered Business Valuator, and is an alumnus of Grant Thornton LLP. He obtained his Master of Accounting from the University of Waterloo.

Mr. Leong succeeds Mark Olson as CFO. Gary Bartholomew, Executive Chairman of SponsorsOne commented “Mark, as interim CFO, was instrumental in guiding us through the initial audit and RTO process and we are grateful for all his contributions. The Company wishes Mark success in his future endeavors.”

In connection with his appointment as CFO, the Company has granted 100,000 stock options to Mr. Leong. The stock options are exercisable at a price of \$0.95 and expire ten years from the date of grant. The stock options shall vest 10% upon issuance, 45% on the first anniversary of the date of grant, and the balance on the second anniversary of the date of grant.

SponsorsOne has also granted 25,000 stock options each to its independent directors, for a total of 50,000 stock options, pursuant to the board compensation package as described in the Company’s listing statement dated December 19, 2013. The stock

options are exercisable at a price of \$0.95 and expire ten years from the date of grant. The stock options shall vest immediately upon grant.

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. SponsorsOne is the creator of xCredits which 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 to change and drive the social economy.

To learn how to get your online enthusiasts working for you, visit <http://sponsorsone.com>

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

Twitter: [@SponsorsOne](#)

The CNSX has neither approved nor 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..