

## **Iconic Brand Builder Ricardo Camargo joins the SponsorsOne Advisory Team**

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For Immediate Release

March 5, 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 Ricardo Camargo to the Company’s Advisory Team.

Ricardo Camargo is the President and Creative Director of Vapor Studio, a world-class agency that specializes in creative-driven design and the building of iconic brands.

Vapor is a valuable design partner for some of most influential brands in their industries. Clients include: Adidas, Oakley, Nike, Skullcandy, Element Skateboards, Billabong, Quiksilver, Fossil, Crocs, W Hotels, TaylorMade, Ashworth Golf, Roxy, Red Mountain and Logitech.

“Active lifestyle brands are aggressively seeking ways to extend the brand experience into their consumer’s social lives.” explains Ricardo Camargo, “Social sponsorship is an ideal way for the young, sports-oriented demographic to engage online with their favorite brands.”

Prior to starting Vapor Studio, Camargo was with Burton Snowboards where he managed their boot product line and launched their successful Gravis Footwear brand.

“Ricardo’s focus is the youth lifestyle and action-sports consumer where he’s influenced some of the most well-known brands in the world”, said Myles Bartholomew, SponsorsOne CEO. “With his deep involvement in lifestyle marketing, Ricardo brings a unique perspective into how to best partner with these top brands.”

The Company 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.

## **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>

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***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.