

Leading Digital & Experiential Marketer Billy Melnyk joins the SponsorsOne Advisory Team

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For Immediate Release

April 23, 2014 - Waterloo, Ontario: [SponsorsOne](#) Inc. (CSE: SPO), (“SponsorsOne” or the “Company”), the social commerce platform that brings sponsorship to the masses, today announced the appointment of Billy Melnyk to the Company’s Advisory Team.

Billy Melnyk is the On-Premise Director at Bacardi USA where he leads a team focused on Bacardi’s most influential accounts. Previously, he’s acted as the company’s Digital lead and forged leading digital media partnerships with Facebook and Google. Melnyk also led music and experiential programming including the global Bacardi B-LIVE music program that featured artists such as Diplo, A-Trak, Kid Cudi, James Murphy, and Major Lazer, and executed a global partnership and 90 date global tour with the Black Eyed Peas. He was one of Canada’s dance music pioneers and owned Atomic Nightclub from 1997-2001.

Mr. Melnyk was selected by BizBash magazine as one of their [Most Innovative Event Pros for 2012](#). goo.gl/CX0E90

“Global enterprises are looking for ways to scale the two-way dialogue between their brands and their consumers.” explains Billy Melnyk, “Social sponsorship is the next evolution in influence marketing that ties in the brands, the influencers and the fans.”

“Bacardi’s collaboration with Facebook and Google was a first for the spirits industry”, said Myles Bartholomew, CEO of SponsorsOne. “This is just one example of how Billy brings together top-tier brands, chart-topping artists and online social platforms to engage with young adult consumers - today’s most sought after demographic,”

SponsorsOne will continue to add members to its Advisory Team building a brain trust of individuals with extensive experience and contacts in the fields of technology, sports, music, entertainment and business development. The Advisory Team, which includes Ricardo Camargo, Lord Seb Webber, and Warren Noronha, will collectively provide industry leadership insights to SponsorsOne’s management team and board of directors with the goal of accelerating the Company’s growth and enhancing shareholder value.

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 CSE 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.