



SponsorsOne Announces AGM Results and New CFO

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For Immediate Release

June 11 2014 - Waterloo, Ontario: [SponsorsOne Inc. \(CSE: SPO\)](#), (“SponsorsOne” or the “Company”), the social commerce platform that brings elite sponsorship to the masses, held its annual and special shareholders’ meeting on June 11, 2014. At this meeting, the Company’s board of directors was re-elected with an overwhelming majority of support, the Company’s auditors, MNP LLP were re-appointed and approvals were obtained in respect of enhancing the Company’s ability to raise financing through the creation of three new classes of flexible preferred shares, issuable in series.

The Board also appointed Mr. Fairbairn as the Company’s new CFO. Mr. Fairbairn joins the management team of SponsorsOne to assist the Company in executing its M&A strategy of acquiring boutique digital marketing agencies and social networking companies.

James Fairbairn is a Chartered Accountant who brings to SponsorsOne strong financial leadership skills and extensive experience in both publicly and privately-held companies. He has extensive experience in corporate governance, leadership, mergers & acquisitions, corporate finance, investor relations, financial management and reporting. He is an effective leader with extensive boardroom level experience and strong communication skills.

“James’ impressive accounting and finance experience, specifically as it relates to M&A, is very valuable to SponsorsOne,” said CEO Myles Bartholomew. “We welcome him to our team and believe the timing, as it relates to executing our strategic plan, is ideal for him to maximize his value and significantly contribute to SponsorsOne’s planned rapid, global growth.”



Mr. Fairbairn succeeds Jonathan Leong as CFO. Gary Bartholomew, Executive Chairman of SponsorsOne, commented “Jonathan was effective as an interim CFO, instrumental in guiding us through the first annual audit and quarterly report as a public company and we are grateful for all of his contributions. The Company wishes Jonathan success in his future endeavors.”

In connection with his appointment as CFO, the Company has granted 100,000 stock options to Mr. Fairbairn. 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.

About SponsorsOne:

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 Canadian Securities Exchange ("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.

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