



SponsorsOne Successfully Installs its Cloud Framework Performing at Twitter-Like Scale

For Immediate Release

Waterloo, Ontario / TNW-ACCESSWIRE / July 15, 2014 / SponsorsOne Inc. (SPO - CSE) ("SponsorsOne" or the "Company"), the social commerce platform that brings elite sponsorship to the masses, today announced that it has successfully deployed its auto-scale cloud based technology, the core operational framework for the SponsorsOne system.

SponsorsOne's system is a proprietary auto-scale framework designed to deliver the lowest latency experience for users and brand managers hungry for analytics. Unlike traditional systems that can take minutes to respond to high-load conditions, the SponsorsOne framework measures both key user experience metrics and analytical computation metrics to scale services up or down in anticipation of real-time changes in demand. SponsorsOne's social sponsorship and social commerce trading platform is designed to deliver consistent levels of service performance even in the face of extreme data throughput requirements or user load.

The framework manages application servers, a complex distributed data storage, data acquisition API's linked to large data sources like Twitter and Facebook, distributed fault-tolerant queuing technology and the algorithmic progressing engines that compute a user's social influence.

Myles Bartholomew, CEO of SponsorsOne commented, "This is an important technical achievement for the Company. It not only establishes the necessary framework to operate and scale our system as effectively as possible, it provides us with a competitive advantage. This achievement demonstrates our commitment to operational excellence and inspires confidence in the robustness, security, and scalability of our system."

With the auto-scale platform installed in both pre-production and production environments the next major milestone for the company is to move the Social



Sponsorship application from the development environment into Alpha test on the pre-production auto-scale platform. This effort commenced in June and is expected to be in full Alpha-Test late July or early August 2014.

About SponsorsOne ([SPO:CSE](#))

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 a proprietary social sponsorship currency that gives consumers real compensation for their authentic social media engagement (blogs, videos, tweets, pins and posts). With SponsorsCloud and the social sponsorship 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>

Twitter: [@SponsorsOne](#)

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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",



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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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