



## **SponsorsOne Announces USA based Chief Financial Officer – Brad Herr**

For Immediate Release

Waterloo, Ontario, March 28, 2018: [SponsorsOne](http://www.sponsorsone.com) Inc. (CSE: SPO) (Frankfurt: 5SO) (the “Company”), has developed the SponsorCoin, a cryptocurrency designed to make everyone in social media an influencer for brands. The Company is pleased to announce the appointment of Mr. Brad E. Herr as the Chief Financial Officer of SponsorsOne Inc.

“SponsorsOne’s commercial expansion into the USA market is underway and Mr. Herr brings deep expertise in financial and operational execution with that marketplace,” states Myles Bartholomew, CEO of SponsorsOne. “As an experienced CFO in both the private and public capital markets we will look to expand our capital and shareholder base in the USA as well.”

Mr. Herr is was previously a certified public accountant (CPA) and is currently a licensed attorney in Washington State with over 35 years of experience in the private and public markets. He also earned an MBA from Gonzaga University. Mr. Herr will implement operational controls and reporting standards required for both the USA and Canadian regulatory markets and be hands on in operational execution. His background in strategic planning, financial forecasting, mergers and acquisitions and capital market development will be the corner stone of SponsorsOne growth as a public company into the future.

SponsorsOne also thanks Mr. Arvin Ramos for his service as CFO over the last 3 years and wishes him continued success.

About SponsorsOne:

SponsorsOne is disrupting the traditional advertising model and leveling the playing field for small brands. Our cloud based platform, SponsorsCloud, lets brands reach millions of targeted consumers with authentic, word-of-mouth advertising, bypassing intermediaries like agencies and ad networks. Our proprietary cryptocurrency, SponsorCoin, is awarded to Influencers who share brand promotions with their social media followers. SponsorCoin can then be used to purchase products and services at a discount from any brand on our network or trade for popular cryptocurrencies such as Ethereum, Bitcoin and Litecoin. This new advertising model cuts upfront costs for brands to near zero and gives every customer an incentive to become a brand ambassador.

ON BEHALF OF THE BOARD

Gary Bartholomew, Executive Chairman

To learn more please visit <http://sponsorsone.com>

Or email: [info@sponsorsone.com](mailto:info@sponsorsone.com)



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.

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.