



## **John J. Strauss Joins SponsorsOne As Creative Director**

### **For Immediate Release**

**Waterloo, Ontario, August 9, 2018: SponsorsOne Inc. (CSE: SPO) (Frankfurt: 5SO) (the “Company”).** SponsorsOne, the company that makes small Brands big by building large engaged and authentic communities in social networks that buy and support the Brands they love through social media, is pleased to announce the appointment of Mr. John J. Strauss as Creative Director. Mr. Strauss will oversee the development and execution of all the story-telling aspects for the Company’s brand clients through SponsorsOne Media Inc. the Company’s wholly owned U.S. subsidiary.

“John Strauss is a true A-List talent. His credits as a writer, producer and executive producer are really too long to list,” said Guy Zajonc, President of SponsorsOne Media. “But here are a three of my personal favorites; co-writer of a true classic, “There’s Something About Mary” earning \$370M in U.S. box-office and over \$1B in total revenue, writer and executive producer for the first season of “Mozart in the Jungle”; Amazon Prime Studios’ first Golden Globe winner and writer and executive producer of the animated feature film “Free Birds” with over \$100 million USD in worldwide box-office.”

Mr. Strauss writing credits include “The Santa Clause 2”, “The Santa Clause 3: The Escape Clause”, “The Lizzie McGuire Movie” and “The Breaks”. His producing credits include “You Again” with Kristen Bell and Betty White, “In Plain Sight” and “The Client List”.

Mr. Strauss is currently executive producing and writing, with Academy Award winner, Tarell McCraney, a new one-hour drama series, “David Makes Man” for the Oprah Winfrey Network.

### **About SponsorsOne:**

SponsorsOne is positioned as a leader in the next evolution of social digital marketing and crypto-commerce with the SponsorsCloud™ platform and its highly scalable digital – smart contract based crypto-currency called SponsorCoin. Combined, this allows Brands to build and manage their own proprietary and highly engaged communities of influencers within the social realm. The SponsorsCloud™ platform allows for data driven marketing campaigns that will change the way brands connect to their customers and compensate the consumer for authentic engagement using the SponsorCoin digital crypto-currency. SponsorsCloud™ and SponsorCoin is a tool for brands to inspire real movements around their products and services in which their most valuable customers become their best salespeople, producing far greater ROI than current social media advertising methods.

### **ON BEHALF OF THE BOARD**

Gary Bartholomew, Executive Chairman

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

Or <http://www.sponsorsone.com/de/>



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.