



SponsorsOne To Launch Blue Water Ventures International's Shipwreck Jewelry Lines

For Immediate Release

Waterloo, Ontario, October 31, 2018: SponsorsOne Inc. (CSE: SPO) (Frankfurt: 5SO) (“SponsorsOne”) SponsorsOne, the company that makes small brands BIG by building large engaged and authentic communities that support and buy from the Brands they love, is pleased to announce it has signed Blue Water Ventures International, Inc. (“Blue Water”) (OTCPK:BWVI) to a Brand Development Agreement. Blue Water (www.bwvint.com) has commissioned, Bradford James, to design unique lines of jewelry from pearls and silver recovered from historic ship wrecks such as the Santa Margarita in 1622 off the coast of Key West. This product line will be launched immediately for the holiday season.

“We are thrilled to be telling the Blue Water story and building an engaged community that will also tell the Blue Water story to their friends” said Guy Zajonc, President of SponsorsOne Media, “Blue Water has been documenting its work above and below the water for many years and the footage is spectacular.”

Jeweler, James Shrader added, “My partners, Bradley Stewart and the Bradford James design team are just finishing several lines and one-of-a-kind items from the pearls recovered from the *Santa Margarita*. These artifacts are close to 400 years old, they are truly beautiful and historic. We look forward to sharing these pieces with the world.”

“Gold and silver coins from each of the shipwrecks will also be offered,” said Keith Webb, CEO of Blue Water. “All Pulaski coins have been conserved by Numismatic Guaranty Corporation (“NGC”) and both graded. These “shipwreck effect” coins will be available for collectors.”

Under the Brand Development Agreement, SponsorsOne will develop and deliver the Blue Water story over social and digital media, build a community of highly engaged micro-influencer that buy a lot of product. SponsorsOne and Blue Water plan to launch the marketing programs and ecommerce site in time for the holiday shopping season.

About Blue Water:

Blue Water Ventures International, Inc. is engaged in the business of conducting archaeologically-sensitive recoveries of cargo and artifacts from shipwrecks. Its operations to date have focused on shallow water search and recovery projects in less than 150 feet of water. The Company is now expanding its focus to include deep-water salvage of historic and modern-day shipwrecks. For more information go to <http://www.bwvint.com>

About SponsorsOne:

SponsorsOne is positioned as a leader in the next evolution of digital marketing and digital-commerce with the SponsorsCloud platform and its highly scalable digital – smart contract based digital-currency called SponsorCoin. Combined, this allows Brands to build and manage



their own proprietary and highly engaged community of micro-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 currency. SponsorsCloud™ and SponsorsCoin are tools for the brand to inspire real movements around their products and services. 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>

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.

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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



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