



SponsorsOne enters the eSports and eGaming markets with Thunder Gaming Strategic Alliance

For Immediate Release

Waterloo, Ontario, November 6, 2018: SponsorsOne Inc. (CSE: SPO) (Frankfurt: 5SO) ("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 formed a strategic alliance with Thunder Gaming a fully integrated gaming facility in Longbeach California. <https://thundergaming.com>

"Thunder Studios has built one of the top live broadcast gaming studios in the world, and we see many ways to connect our brands to Thunder's gaming community," said Myles Bartholomew, CEO of SponsorsOne. "Integrating the SponsorCoin as an additional incentive into the live tournaments and as a word of mouth marketing incentive for future tournaments will help drive the adoption of the SponsorCoin."

Business Insider on December 18, 2017, reports that the live feed tournament viewers and players could exceed 500 million individuals globally by 2020. Further, they report that major game developers such as Activision Blizzard and Electronic Arts have seen 62-82% of their total business is now completely digital. Both companies have revenue greater the \$2 billion annually and are seeing growth rates in digital gaming over 23% annually. <https://www.businessinsider.com/invest-esports-stocks-companies-business-opportunities-2017-12>

"Thunder Gaming launched its dedicated live broadcast esports arena in January of this year focusing on community gaming events across all popular game titles. Our tournaments and events see us hosting +5,000 players a month in our arena broadcast to viewers around the world with over 3 million user engagements in tournaments to date," stated Rodric David, Chairman of Thunder Gaming. "Working with gaming influencers, we continue to develop our proprietary technology and streaming tools in our www.livebroadcaststudio.com business, and we see brand integration into live streaming feeds as the next step in monetization for our partners. We see a great strategic fit with SponsorsOne's ability to promote brands to our gaming influencer community".

Under the Agreement, SponsorsOne and Thunder Gaming will collaborate on integrating the SponsorCoin into the gaming experience. SponsorCoin will provide an incentive for gamers to promote tournaments to their social networks while accumulating SponsorCoins to purchase products from participating brands.

Rodric David, Chairman of Thunder Gaming and Thunder Studios, will join SponsorsOne strategic advisory board. His experience and gaming facilities will be of great value to SponsorsOne's long-term gaming strategy.



About Thunder Gaming and Thunder Studios:

Thunder Studios is an independent full-service 150,000 sq ft studio facility focused on new content opportunities leveraging digital distribution and 20 + years of production expertise. In January 2018, Thunder launched its Thunder Gaming division and built a dedicated 16,000 sq ft esports arena which broadcast live gameplay of the +5,000 participants a month that play in weekly video game tournaments featuring influencers from a variety of games. Thunder's reputation is built on empowering creators with premium productions in commercials, television, music videos, film, digital and live streaming. Recent clients include Target, Facebook, Adidas, Nike, and music videos for Kendrick Lamar, Maroon 5, Nicki Minaj, Ariana Grande, and Mac Miller.

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 proprietary and highly engaged communities 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 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 higher 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.

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,



www.sponsorsone.com
info@sponsorsone.com

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.