

## **RewardStream Announces formation of Advisory Board, Adds E-Commerce Expert Ian Klassen**

*Former Apple and Amazon executive brings 20 years of software and e-commerce experience to accelerate RewardStream's growth*

Vancouver BC – August 18, 2016 - RewardStream Solutions Inc., (“RewardStream” or the “Company”), (TSX-V: REW and Frankfurt: JL4L, WKN Number A2APX1) a leader in automated referral marketing solutions for telecommunications, financial services and e-commerce providers, is pleased to announce the formation of an Advisory Board, and the appointment of 20 year industry veteran, Ian Klassen.

Having worked at Apple, Amazon.com, Audax Health and Zappos, Klassen has over 20 years experience in designing and launching technology products both in Canada and the United States.

During his tenure at Apple, one of the most valued and admired companies in the world, Klassen led the mobile e-commerce team, and was responsible for the worldwide mobile commerce roadmap, focusing on product design and commercialization plans.

While at Amazon.com, Klassen focused on next generation television-based commerce applications, where he led the San Francisco based product development team. At Zappos, a wholly owned subsidiary of Amazon, Klassen co-created the mobile commerce team, and took the Zappos mobile shopping app to the top 1% of all shopping apps, accounting for over 40% of all Zappos revenue.

Based in Silicon Valley, Klassen is currently the VP of Product Development at Fingerprint, a global technology company creating mobile applications in the education and entertainment market focused on children.

“We are very pleased to be adding Ian as our first Advisory Board member,” said Rob Goehring, Chief Executive Officer of RewardStream. “Ian has a depth of experience in e-commerce, mobile and web application development and product strategy that is unparalleled. We look forward to working with Ian to accelerate and deliver on RewardStream’s product vision.”

Klassen also has held senior positions at TELUS and Accenture, and currently advises several other technology companies on product strategy.

“RewardStream has built a world-class referral marketing product as well as a team that can execute on their vision,” stated Klassen. “I am proud to be the first member of the RewardStream Advisory Board and I am excited about leveraging

my background in e-commerce and high growth SaaS companies to help grow RewardStream in new product categories.”

In addition to his commercial endeavours, Klassen also serves on the Alumni Board of Directors of Simon Fraser University where he provides guidance on alumni data and analytics, and is an active mentor in the TechStars organization, the number one technology accelerator program in the world.

### **About RewardStream Solutions Inc.**

RewardStream specializes in the execution of automated referral marketing programs that help brands to acquire, engage, and retain their most valuable stakeholders – customers. By utilizing an innovative blend of marketing insight and proprietary technology, RewardStream turns an existing customer base into a powerful new sales channel for all of our clients. RewardStream delivers a scalable, real-time technology platform as the foundation of our client's referral program. The platform provides customer acquisition programs that deliver new, highly loyal customers at very low cost per acquisition rates. Our award-winning marketing solutions have powered loyalty and referral marketing programs across 39 countries for brands including Boost Mobile, Virgin Mobile, Envision Financial, Koodo Mobile and more. For more information please visit [www.rewardstream.com](http://www.rewardstream.com).

### **For more information contact:**

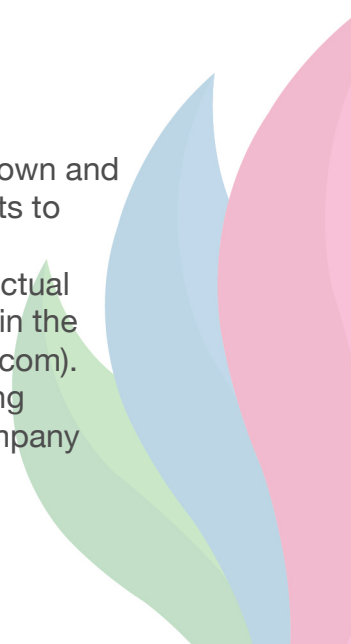
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### **Forward-Looking Information**

This news release contains forward-looking information, which involves known and unknown risks, uncertainties and other factors that may cause actual events to differ materially from current expectation. Important factors - including the availability of funds and the results of financing efforts - that could cause actual results to differ materially from the Company's expectations are disclosed in the Company's documents filed from time to time on SEDAR (see [www.sedar.com](http://www.sedar.com)). Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. The Company



disclaims any intention or obligation, except to the extent required by law, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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