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Zippler

P R O P E R T I E S

Genius Properties Ltd.

CSE: GNI

Genius Acquires Zippler, a Geo Location Based App & Social Network

April 24, 2014 – Montreal, Quebec – Genius Properties Ltd. (the “Corporation”) (CSE: GNI) is pleased to announce the acquisition of 100% of the assets of Zippler by our wholly-owned subsidiary 8845131 Canada Inc. Zippler is a geo-location based application and social network.

About Zippler

As a society, we live busier lives than ever, always on the go. With the Web having shifted to mobile and local, ZIPPLER is at the convergence of SOCIAL + LOCAL + MOBILE. We believe there is a market gap for a new generation of application and social network that can truly be useful to users as they live "geo located lives". Zippler’s mission is making people's life easier around where they are.

The Team

The team is led by investor and advisor Eric Aubertin, also a serial entrepreneur. In 1999, Eric successfully led a start-up project through the same process Zippler is going through now. After raising \$500,000 from one person with an idea, Eric and team invented a patented E-Mail and Online Fundraising. The platform was created in 6 months and was sold with 12 months for \$27M CND. Eric, key advisor at Zippler, has relevant knowledge in all the areas related to Zippler – social media, local advertising, online media, monetization, loyalty programs, payment solutions, offers networks and deals, user acquisition and retention, branding, and securing funding. Thomas Scott with hands-on experience in mobile product development and gaming is a key player who has helped create/refine the idea. He will lead the product development efforts. Jack Elias and Daniel Forman, two social media gurus from Ensuite Media, a firm specializing in social media, will execute the social media user acquisition plan. Zippler will recruit senior advisors with some being located in San Francisco and Silicon Valley.

Acquisition of Zippler

« This transaction is the result of a strategic decision. » explains Stéphane Leblanc, President of the Corporation. « Creativity is a priority for Genius. When we met the talented team at Zippler, there was instant chemistry. We knew we wanted to enter into this market with that team. I am glad that we reached a mutually beneficial agreement. »

Terms and conditions of the Asset Purchase Agreement

According to the terms of the agreement, the owners and inventors of Zippler will receive 7,8 million shares, payable in several tranches upon reaching established milestones, as consideration for all assets of Zippler. The transaction was also conditional to the purchaser entering into Agreements with Thomas Scott as key employee and Éric Aubertin as key advisor.

Team Members

Eric Aubertin

Advisor Eric Aubertin has over 20 years of entrepreneurial experience operating technology firms in the consumer savings space, including ecommerce, loyalty programs and fundraising markets where he led these companies as CEO. Mr. Aubertin has a reputation for being innovative mind. From conceptualizing patented technology solutions, formulating business and revenue models, overseeing product development, implementing innovative sales and marketing strategies, to securing capital investment, Mr. Aubertin has to date primarily focused his career on building the corporate infrastructure of promising start-ups.

His two most recent startups include OneBigPlanet Corp., the most customizable and comprehensive consumer savings platform offered to advertisers and publishers, and eFundraising Corp., where he co-invented a patented e-mail and web-based fundraising system that was acquired by Reader's Digest in 2000 for the sum of \$27 million CDN. In addition to his professional exploits, Eric was drafted by the Montreal Canadiens of the NHL in 1986 and played on the Canadian Olympic Ice Hockey Team in 1991. Mr. Aubertin earned a Bachelor of Commerce and Business Administration Degree from the McGill University at Montreal, Canada, with specializations in Marketing, Entrepreneurship and International Marketing.

Thomas Scott

MBA. PMP and SAP - TERP10 certified, with 10 years of experience in project management, analysis and development of information technologies solutions. Expertise includes staff management, negotiation and solution development. Proven leader recognized for his integrity, motivational skills and its proactive approach to problem solving. Ability to perform under pressure and strong communication skills.

Marie-Pier Primeau

On the product branding and UI (user interface) side, Marie-Pier Primeau has brought extensive experience, having created the user interface of mobile applications for companies like Videotron and Bell.

Daniel Forman

HEC Marketing Grad and has worked as a sales and operations manager in the commercial distribution of office supplies. He brings to the team his expertise in employee and supplier management, innovative mind and the ability to develop new business to grow market share. For the last 3 years he has been deeply involved in online and social media marketing and has converted his passion into an agency. His expertise and pulse of the industry gives Ensuite Media the edge in social media consultation, strategy and deployment. Ensuite Media Co-Founder.

Jack Elias

Results oriented sales and business development professional having worked in the investment sector for over 12 consecutive years. His background is heavily sales weighted and most recently was a business development manager for the private client group of one of Canada's major banks, Bank of Montreal. He's won recognition for his business development skills at every level of his financial career exceeding expectations and targets year after year. He's lead and tested pilot projects that were successful and were later deployed to attract long term assets. One of his biggest achievements is having received a personal letter thanking him for his dedication and efforts from Scotia Banks current CEO Rick Waugh. His eye for detail and natural and sales approach has tremendously helped sales everywhere he's been making him a core asset for any sales team. Ensuite Media Co-Founder.

About Social Local Mobile

SOCIAL

- Social media touches 1.2 Billion Users worldwide. With the growth of mobile apps and usage, this will grow even further, affecting us as consumers and as people, both.

LOCAL

- The Web started on a widespread and on national basis • Now, with higher mobile usage, the Web is turning to local to offer integrated and local experiences.

MOBILE

- Our mobile devices are "becoming our lives. From wallet to searching, to connecting with friends, mobile opens up a whole new world of possibilities for users and investors.

The Conclusion

The gap in Social-Local-Mobile is big and represents a huge financial opportunity – potentially a \$500M+ play with secured funding and well executed. Zippler is currently patent pending. And the team has worked hard on refining the concept for a while now. Fundraising efforts will fund the development and commercialization of this useful, fun, and progressive SoLoMo geo Location Based App and Social Network.

About Genius Properties

Genius is primarily targeting Quebec's excellent mineral potential to discover new world-class deposits. Genius is the ideal partner for exploration companies and capital pool companies looking for qualified transaction projects of merit. Genius intends to enter into various types of agreements on its properties. Management is currently evaluating, through specialized wholly-owned subsidiaries of the Corporation, other opportunities in other markets and industries having a strong growth potential to enhance shareholder value in the short term.

This news release contains forward-looking information within the meaning of applicable Canadian securities laws. All information other than historical fact is forward-looking information. Forward-looking information relates to future events or future performance and is based on GNI current internal expectations, estimates, projections, assumptions and beliefs. Forward-looking information is often, but not always, identified by the use of words such as "expect", "project", "proposed", "intend", "seek", "anticipate", "budget", "plan", "continue", "estimate", "forecast", "may", "will", "predict", "potential", "targeting", "could", "might", "should", "believe" and similar expressions. Although management considers the assumptions and estimates, reflected in forward-looking information, to be reasonable, based on information currently available, there can be no assurance that such information will prove to be correct. As a consequence, actual results may differ materially from those anticipated.

Undue reliance should not be placed on forward-looking information which is inherently uncertain, and subject to known and unknown risks and uncertainties (both general and specific) and other factors that contribute to the possibility that the future events or circumstances contemplated by the forward looking information will not occur or that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward-looking information. These risks include, but are not limited to risks associated with general economic conditions, the actual results of current exploration activities, conclusions of economic evaluations, changes in project parameters as plans continue to be refined, future metal prices, financial risks and substantial capital requirements. Further information regarding certain of these risks (as well as risks relating generally to the Company's business) may be found under the headings "Risks and Uncertainties", "Forward-Looking Information" and "Financial risk factors" in the latest Company's Management's Discussion & Analysis on www.sedar.com. Readers are cautioned that the foregoing list of factors that may affect future results is not exhaustive. The forward-looking statements contained in this news release are made as of the date hereof and GNI does not undertake any obligation to update publicly or to revise any of the included forward-looking statements, except as required by applicable law. The forward-looking statements contained herein are expressly qualified by this cautionary statement.

The CSE has neither approved nor disapproved the contents of this press release. The CSE does not accept responsibility for the adequacy or accuracy of this release.

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