



UPSNAP IN PARTNERSHIP WITH VALPAK CANADA SIGNS AGREEMENT TO SELL LOCAL MOBILE AD PRODUCT TO SMALL BUSINESSES

Toronto, Ont. – August 7, 2014 – UpSnap Inc. (CSE: UP) ("UpSnap" or the "Company"), is pleased to announce that it has signed an agreement, in partnership with Valpak Canada ("Valpak") to serve as a reseller of its mobile CPM product. Valpak will be selling UpSnap's proprietary mobile phone advertising product to their clients on a subscription basis for \$100 to \$200 per month, with custom packages available for customers needing broader coverage.

"Valpak, as a leading digital and direct marketing company with access to customers across Canada and the United States is a great partner for us to be working with as we continue to accelerate our presence across North America," said Bruce Howard, CEO of UpSnap Inc. "We see this initial agreement with Valpak Canada as the first step to a long collaboration between the two companies."

UpSnap will provide Valpak's clients with Ads that will be seen by consumers through display programs on Search, Social Networks and Mobile applications. Consumers will be exposed to ads while reading news, playing games, checking the weather, staying connected with friends and other similar activities.

About UpSnap:

UpSnap provides highly-targeted, data-driven mobile advertising to attract the ideal audience for brands big and small. Combining first-party proprietary data and real-time analytics, UpSnap goes beyond location to deliver site agnostic and results-driven campaigns that produce qualified, engaged customers. UpSnap tailors each campaign to align with unique business goals, delivering the right customers for more meaningful exposure and better business results.

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The CSE has not reviewed, approved or disapproved the content of this press release.