



## UPSNAP ADDS INDUSTRY SALES VETERAN HEATHER JOHNSTON

**Toronto, Ont. – August 14, 2014** – UpSnap, Inc., (CSE: UP) (“UpSnap” or the “Company”), a leading provider of mobile marketing solutions, has named Heather Johnston as National Sales Director.

Ms. Johnston will be based in Philadelphia and will report to Shannon McBride, UpSnap Vice President of Sales. Johnston will oversee the Northeast market.

“Heather’s seventeen years of experience coming from Wahlstrom Group, an IPG specialty agency, will bring a unique perspective to UpSnap,” said Shannon McBride. “She strategically planned and lead numerous print-to-digital migration strategies across many industries, including travel, insurance, retail, and education.”

“I am delighted and excited to be joining UpSnap’s team,” said Heather Johnston. “My decision to join this impressive team was after having partnered with UpSnap for the past three years and witnessing the best in class mobile advertising platform with industry leading results UpSnap delivered to its clients.”

### 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.*