



## **UPSNAP WINS \$120,000 CONTRACT WITH MAJOR U.S. RETAILER**

**Toronto, Ont. – October 8, 2014** – UpSnap Inc. (CSE: UP) ("UpSnap" or the "Company"), is pleased to announce that it has signed an agreement with a major U.S. retailer to provide its proprietary mobile advertising product for a total contract value of \$120,000. The initial contract is for six (6) months, with an option for further extension.

“This major retailer ran a trial campaign with us earlier this year, and we are proud to announce that the successful outcome of that campaign resulted in this initial agreement,” said Bruce Howard, CEO of UpSnap Inc. “Our technology and ability to track the success of each advertising campaign continues to prove superior to many other players in our space. With continued success of this current campaign, we expect our services to be expanded into other lines of business with this retailer.”

UpSnap will target and serve ads via mobile search and display inventory across phone and tablet devices. Consumers will be exposed to ads while reading news, playing games, checking the weather, and other similar activities. UpSnap’s proprietary customer profile tool will track responses and optimize the campaign to target look-alike customers, keeping the client’s cost per lead continually in check.

### **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.*