

Date: October 16, 2014

Computershare
530-8th Avenue SW, 6th floor
Calgary AB, T2P 3S8
www.computershare.com

To: All Canadian Securities Regulatory Authorities

Subject: UPSNAP, INC.

Dear Sirs:

We advise of the following with respect to the upcoming Meeting of Security Holders for the subject Issuer:

| | |
|--|-------------------|
| Meeting Type : | Special Meeting |
| Record Date for Notice of Meeting : | November 10, 2014 |
| Record Date for Voting (if applicable) : | November 10, 2014 |
| Beneficial Ownership Determination Date : | November 10, 2014 |
| Meeting Date : | December 15, 2014 |
| Meeting Location (if available) : | Toronto, ON |
| Issuer sending proxy related materials directly to NOBO: | Yes |
| Issuer paying for delivery to OBO: | Yes |

Notice and Access (NAA) Requirements:

| | |
|----------------------------|----|
| NAA for Beneficial Holders | No |
| NAA for Registered Holders | No |

Voting Security Details:

| Description | CUSIP Number | ISIN |
|--------------------|---------------------|--------------|
| COMMON NEW | 916742109 | CA9167421093 |

Sincerely,

Computershare
Agent for UPSNAP, INC.