



UPSNAP PARTNERS WITH GUARANTEE DIGITAL AND MOUNTAINEER YELLOW PAGES TO FURTHER STRENGTHEN MARKET PRESENCE

Toronto, Ont. – December 11, 2014 – UpSnap Inc. (CSE: UP) ("UpSnap" or the "Company"), is pleased to announce that it has signed an agreement, in partnership with Guarantee Digital and Mountaineer Yellow Pages to further expand its presence in small and medium size businesses (SMBs) across the United States. Guarantee Digital and Mountaineer Yellow Pages will act as resellers of UpSnap's proprietary mobile advertising products to their clients across 33 markets on a subscription basis, where clients receive a set number of impressions across various mobile advertising platforms for a fee of \$100 to \$200 per month on a one to two year agreement. The Company currently has 21 resellers across the United States and Canada that are selling UpSnap's solutions on an exclusive basis to over 100,000 of their clients.

"We are aggressively expanding our presence across the North American market with our partnerships, and we will continue to do so, as through these new relationships we have already brought in over 1200 subscription clients in the past few months, growing on average by 200 new clients per month," said Bruce Howard, CEO of UpSnap. "As the result of our aggressive growth strategy that we have in place, the portion of our revenues that are becoming recurring is significantly growing, and without a doubt, our reseller partners are significant contributors to this growth."

"We are truly at the beginning of what we have planned for our Company," continued Mr. Howard. "At the pace we are expanding in the SMB market, we expect to be one of the leading mobile advertising companies in North America in a few short years."

"The technical expertise, creative resources and the budget required for small businesses to participate in mobile advertising have been substantial barriers to entry," said David Wolding, President of Mountaineer Yellow Pages. "UpSnap removes the complexity from locally targeted mobile advertising, putting it within reach of most small businesses. We are excited about bringing this service to our clients."

"We decided to partner with UpSnap in an effort to provide our clients with the best possible mobile solution at a price point that they can afford," said Erika Schwane, Director of Marketing and Business Development at Guarantee Digital.

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.

About Guarantee Digital

Guarantee Digital was founded in 2011 by Daryl Hively, a media veteran of 28 years. Hively held senior roles with companies that include Knight Ridder Digital, Advance Internet, Scripps, Digital First and most recently Journal Communications. While at the Journal, Hively launched a digital agency division, becoming one of the first media companies to venture into the Digital Services category. With best practices learned, Hively opened Guarantee Digital and began working with local merchants in the Suburbs of Milwaukee. Soon, Guarantee Digital was helping Media Companies launch Digital Agencies of their own. From one partner in Q1 2012 to now more than 50 media partners, Guarantee Digital developed a winning formula for launching and growing a profitable digital agency.

About Mountaineer Yellow Pages

Mountaineer Yellow Pages operates print telephone directories and community coupon magazines in Morgantown, WV; Boone, NC; and Rutherfordton, NC, with an annual distribution of 260,000. The company also provides online marketing services to small and medium businesses throughout Appalachia.

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