



UPSNAP APPOINTS NEW VP OF PRODUCT & TECHNOLOGY

- In the midst of continued growth, UpSnap will consolidate its engineering operations from Williamstown, MA to The Woodlands, TX -

Toronto, Ont. – May 19, 2015 – UpSnap, Inc. (CSE: UP), a leading provider of mobile advertising solutions has hired digital product veteran Lance Brown to be the Company’s Vice President of Product & Technology. In this position, Lance will oversee and manage product strategy, campaign performance and the technology infrastructure to drive innovation for UpSnap’s clients.

Lance comes to UpSnap with more than 15 years of product strategy experience. Most recently he was VP of Product Development at User Friendly Media where he developed a strong passion for helping small businesses succeed with digital and mobile advertising products. Previous roles included service as Digital Marketing & Ecommerce Director at Merrick Group and as Marketing Director at SalesNexus.

“We couldn’t be happier that Lance has joined UpSnap,” said Bruce Howard, CEO. “He has the product background and years of experience that will keep UpSnap in a strong position, as well as help us navigate the rapid advances happening within the mobile ad industry.”

Lance will be replacing the former VP of Operations, James Kupernik who served the Company for the past four years in its Williamstown, MA office. Lance will take over and establish a strong engineering team in the Company’s Texas office in The Woodlands.

Joining Lance in Texas will be Chris Hinshaw as Senior Software Engineer. Chris joins UpSnap from Broadsoft, a global communication software and service provider. Chris comes with extensive experience in enterprise architecture design -- specializing in B2B APIs, big data, and analytics.



“Chris not only brings more than 16 years of enterprise development and networking knowledge, he brings new energy, ideas and problem-solving skills that will push UpSnap's platform to new heights in 2015 and beyond,” said Lance Brown.

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.

For further information, please contact:

Babak Pedram

Investor Relations

Virtus Advisory Group Inc.

416-644-5081

bpedram@virtusadvisory.com