



## UpSnap Wins Over \$135,000 CAD Contract With Major U.S. Retailer

**Toronto, Ont. February 18, 2016** – UpSnap Inc. (CSE: UP) ("UpSnap" or the "Company"), a leading provider of mobile advertising solutions, has signed an agreement with a major U.S. retailer to provide its proprietary mobile advertising product for a total contract value of over \$135,000 CAD.

“After considering alternatives to better access their audience through an effective advertising medium, this major U.S. retailer has decided to sign an agreement to use our targeted mobile advertising technology to accurately identify their target audience,” said Bruce Howard, CEO of UpSnap Inc. “As the benefits of our product become apparent, we expect this major retailer to not only continue to run campaigns using our platform, but allocate a larger percentage of their overall advertising budget towards our technology.”

UpSnap will target and serve ads via mobile apps 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 app agnostic and results-driven campaigns that produce qualified and engaged customers.

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### Caution Regarding Forward Looking Information

*Certain information set out in this News Release constitutes forward-looking information. Forward-looking information is often, but not always, identified by the use of words such as "seek", "anticipate", "hope", "plan", "continue", "estimate", "expect", "may", "will", "intend", "could", "might", "should", "scheduled", "believe" and similar expressions. The forward- looking information set out in this News Release relates to future events or our future performance and*

*includes: (i) information concerning the positive effect of new leadership on revenue growth; (ii) the effect of broadening the Company's revenue streams on revenue growth and predictability; (iii) the Company's ability to succeed in the mobile advertising market by focusing on the underserved small and medium sized business market.*

*Although the forward-looking statements contained in this news release are based upon what management of the Company believes are reasonable assumptions on the date of this news release, the Company cannot assure investors that actual results will be consistent with these forward-looking statements. Forward-looking statements involve substantial known and unknown risks, uncertainties and other factors which cause actual results to vary from those express or implied by such forward looking statements. These statements should not be read as guarantees of future performance or results, and they will not necessarily be accurate indications of whether or not such results will be achieved.*

*The forward-looking statements contained in this press release are made as of the date hereof and based on what management of the company believes are reasonable assumptions. The Company disclaims any intention or obligation to update or publicly revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required under applicable securities laws. Furthermore, the Company does not assume responsibility for the accuracy and completeness of the forward looking statements set out in this news release. The Company's forward looking statements are expressly qualified in their entirety by the foregoing cautionary statements.*

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