



## UPSNAP WINS OVER \$110,000 CAD CONTRACT WITH MAJOR APPLIANCE COMPANY

**Toronto, Ont. February 24, 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 \$110,000 CAD.

“This major appliance company was interested in finding an advertising platform that would allow them to effectively target consumers in the market for appliance repairs,” said Bruce Howard, CEO of UpSnap Inc. “After determining that many consumers use their mobile devices to make every day purchases, such as purchases of new appliances, it was a logical choice for this major appliance company to use an advertising channel that provides data and analytics on the spending patterns of millions of every day consumers.”

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

### For further information, please contact:

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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.