



## UPSNAP TO EXTEND ITS MOBILE ADVERTISING NETWORK TO INCLUDE FACEBOOK

**Toronto, ON and The Woodlands, TX – July 21, 2016** – UpSnap Inc. (CSE: UP) ("UpSnap" or the "Company"), a leading provider of mobile advertising solutions, has signed a reseller agreement with Facebook global marketing partner, Tiger Pistol to begin selling Facebook advertising to its clients.

"Tiger Pistol offers the only scalable, data-driven social ads platform specifically built to help resellers serve the Local and Small to Medium Size Business (SMB) market," said Bruce Howard, CEO of UpSnap, Inc. "We are focused on bringing cost effective Facebook advertising to our SMB customers who in many instances have smaller marketing budgets."

UpSnap will combine its powerful mobile display ad campaigns with Facebook retargeting as a result of this partnership. With Facebook tracking pixels, UpSnap will be able to retarget those consumers who visit an advertiser's website via a mobile display ad with an ad on Facebook, increasing the likelihood of conversion. The Company will also be able to build and target a look-a-like audience on Facebook based on those that click the mobile ads.

### 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:

Alex Pekurar, CPA, CA  
Chief Financial Officer  
UpSnap Inc.  
416-619-3903  
apekurar@upsnap.com

Babak Pedram  
Investor Relations  
Virtus Advisory Group Inc.  
416-644-5081  
bpedram@virtusadvisory.com

### 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.