



UPSNAP Announces 2016 AGM Results

Toronto, ON and The Woodlands, TX – August 4, 2016 – UpSnap Inc. (CSE: UP) ("UpSnap" or the "Company"), a leading provider of mobile advertising solutions, today announced the election of its Board of Directors from its Annual General Meeting ("AGM") of Shareholders, held on August 4, 2016.

Shareholders elected Bruce Howard (CEO and Director), Walter Andri (Director), Heather Burrer, Michael Inskip and Trisha McLean.

"We are very pleased to welcome aboard Heather, Michael and Trisha as new Board members and are confident that their unique experiences will provide tremendous value to our organization from top to bottom," said Bruce Howard, CEO of UpSnap. "We would like to thank Micky, Graeme and Dave for their continued support and as a result of their contributions we are well positioned as a company going forward."

The Shareholders of the Company also overwhelmingly passed the following resolutions:

- a) The appointment of the auditors for the ensuing year and authorization of the Corporation's board of directors to fix the remuneration of the auditors
- b) The option to consolidate the share capital of the Corporation on the basis of fifty (50) existing Common Shares for one (1) new Common Share at a later date, if necessary
- c) Approval of the Corporation's stock option plan

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.

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.