



UPSNAP ADDS TARGETED DIRECT MAIL PLATFORM TO ITS MOBILE ADVERTISING SOLUTIONS

Toronto, Ont. January 18, 2018 – UpSnap Inc. (CSE: UP) ("UpSnap" or the "Company"), a leading provider of mobile advertising solutions, is pleased to announce the launch of its new Intentional Direct Mail™ ("IDM") program available to customers. With UpSnap's proprietary Intentional Direct Mail™ offering, advertisers and brands are provided a new targeting tool via direct mail, adding a new layer to UpSnap's existing suite of mobile programmatic advertising software.

"Intentional Direct Mail fits perfectly with our mobile advertising suite of products," said Bruce Howard, CEO of UpSnap Inc. "There's a variety of smart tactics being utilized by marketers to drive traffic to their Websites; including SEM, SEO, social media, mobile advertising and many more. Our IDM product amplifies those efforts to drive conversion with a physical piece of mail to follow up on the customers' initial expressed intent and increase sales."

Developed internally, Intentional Direct Mail™ advertisers are able to leverage the most deterministic identity dataset in the market that helps identify and qualify non-converting prospects derived from site visits. As well, UpSnap's Intentional Direct Mail™ is able to unify visits from the same consumer on multiple devices, creating a unique targeting solution.

About UpSnap

UpSnap provides highly-targeted, data-driven mobile advertising to attract the ideal audience for brands big and small. Utilizing real-time analytics, UpSnap goes beyond location to deliver 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.

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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.

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.