



UpSnap Announces User Friendly Media as Reseller for Intentional Direct Mail™ Product Offering

TORONTO, Jan. 23, 2018 -- UpSnap Inc. (CSE:UP) ("UpSnap" or the "Company"), a leading provider of mobile advertising solutions, is pleased to announce User Friendly Media, a leading provider of print, digital and mobile marketing services for small businesses, as a reseller of its new Intentional Direct Mail™ ("IDM") offering. As a reseller, User Friendly Media will be offering IDM directly to both their existing client base as well as new brands and agencies.

"We are very excited about the introduction of this proprietary technology and are thrilled that User Friendly Media sees the value in adding this to their existing line of products," said Lance Brown, Vice President of Product and Technology at UpSnap. "The mobile marketing industry is constantly seeking new and innovative ways to grow conversion rates and we believe we have found a proactive solution that can lead to additional engagement from consumers."

"We view the introduction of Intentional Direct Mail into our existing product suite as an exciting opportunity to capitalize on the emerging market of combining direct mail with digital targeting," said Bruce Howard, CEO of User Friendly Media. "This is a highly complementary yet unique product that we expect to add significant value to our customers."

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 app-agnostic and 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.

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

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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 expressed 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.