



## **UpSnap Engages MarketStar as Sales Channel for Proprietary IDM Solution**

**Toronto, Ont. – May 22, 2018** – UpSnap Inc. (CSE: UP) ("UpSnap" or the "Company"), a leading provider of mobile and intent based advertising solutions, is pleased to announce a partnership with MarketStar, the industry leading provider of Sales as a Service® solutions, partnered with some of the largest brands and agencies in the world. Under the terms of the agreement, UpSnap has engaged MarketStar to augment the existing sales organization and act as an additional sales channel for the Company's Intentional Direct Mail ("IDM") technology.

"We are pleased to be working alongside MarketStar, the industry's leading sales as a service provider to assist with our distribution and sales strategy for IDM," said Bruce Howard, CEO of UpSnap. "This relationship creates a new avenue for us to explore outside of the traditional direct sales channel currently utilized and in addition to our relationship with User Friendly Media. We anticipate our partnership with MarketStar will drive revenue growth moving forward as new customers recognize the unique value proposition that IDM offers."

The Company will continue to pursue its direct sales strategy in addition to the partnership with MarketStar. Both IDM and the Company's legacy mobile DSP, targeted at SMBs will remain a focus of UpSnap's sales strategy over the course of 2018.

### **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 site 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.

### **About MarketStar**

As the innovator of Sales as a Service® solutions, MarketStar accelerates revenue with B2B Direct and Partner sales programs, through an intelligent blend of telephone, digital and field engagements. MarketStar has launched, sold and supported thousands of products and services on behalf of the biggest and brightest companies across the globe. MarketStar is part of the Omnicom Group (NYSE: OMC).



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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.*

*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.