



UpSnap Announces Resignations of Directors and Management

Toronto, Ont. January 19, 2024 – UpSnap Inc. (CSE: UP) (“**UpSnap**” or the “**Company**”), a provider of mobile and intent based advertising solutions, today announced that, following its previously announced filing of an “Assignment in Bankruptcy” under the *Bankruptcy and Insolvency Act* (Canada), Bruce Howard, Heather Burrer and Tom Ross, the directors of the Company, and Kyle Appleby, the Chief Financial Officer of the Company, have resigned effective as of the date hereof.

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.

The CSE has not reviewed, approved or disapproved the content of this press release.