

NEWS RELEASE

Brabeia Inc. Retains Bluesky Corp. Communications Ltd.

VANCOUVER, BC, Canada (September 17th, 2015) - Brabeia Inc. (BBA: CSE) ("Brabeia"), a marketing and technology firm specializing in the collection of real-time data and demographic information, is pleased to announce that it has entered into a consulting agreement (the "Services Agreement") with Bluesky Corporate Communications Corp. ("Bluesky"), the President & CEO of which is Todd Hanas ("Hanas").

Bluesky will assist the Company to implement a comprehensive marketing program specifically designed to increase exposure to the brokerage and retail investment community, while increasing share value and liquidity to the existing capital structure of the Company.

As such, Brabeia implemented improvements to its existing website, adding a page addressing investors: <https://www.brabeia.com/investors> as well as an eBook designed to teach end users how to convert their contest leads into sales. "We're focused on expanding Brabeia's visibility in the coming year and Bluesky's marketing expertise will help us tremendously," said Tracy Wattie, Chairman & CEO of Brabeia.

The term of the Services Agreement is for an initial twelve month term effective June 15th, 2015. The Company may terminate the Services Agreement at any time after June 15th, 2016, or by providing 30 days advance written notice.

Pursuant to the Services Agreement, the Company will pay a monthly fee of \$7,500 (plus approved expenditures and applicable taxes) and will grant 250,000 stock options under Brabeia Inc.'s shareholder approved stock option plan (the "Options"). The Options are exercisable at a price of \$0.30 per share, will vest in quarterly increments, and will be exercisable until the earlier of two years from the date of grant and 90 days following termination of the Services Agreement.

The Services Agreement and the grant of the Options to Bluesky are both subject to the approval of the Canadian Stock Exchange.

ON BEHALF OF THE BOARD,

Tracy Wattie
Chairman & CEO

About Brabeia (<http://www.brabeia.com>): Brabeia is at the forefront of innovative, patented, one-click contest marketing technology development and implementation. The company began as an interactive contest and sweepstakes platform that creates, deploys, and measures events and

demographic data for brand and has evolved into unique lead generation technology that can be applied to virtually any industry.

Cautionary Note Regarding Forward-Looking Statements

Certain statements contained in this news release may constitute forward-looking information within the meaning of securities laws.

Forward-looking information may relate to Brabeia's future outlook and anticipated events or results and may include statements regarding the future financial position, business strategy, budgets, litigation, projected costs, capital expenditures, financial results, taxes and plans and objectives of or involving Brabeia. Particularly, statements regarding Brabeia's future operating results and economic performance, are forward-looking statements. In some cases, forward-looking information can be identified by terms such as "may", "will", "should", "expect", "plan", "anticipate", "believe", "intend", "estimate", "predict", "potential", "continue" or other similar expressions concerning matters that are not historical facts.

These statements are based on certain factors and assumptions regarding expected growth, results of operations, performance and business prospects and opportunities. While Brabeia considers these assumptions to be reasonable based on information currently available to Brabeia, they may prove to be incorrect.

Forward looking-information is also subject certain factors, including risks and uncertainties, that could cause actual results to differ materially from what Brabeia currently expects. These factors include changes in market and competition, governmental or regulatory developments and general economic conditions.

For more exhaustive information on these risks and uncertainties you should refer to the section entitled "Part IV – Information Concerning the Resulting Issuer – Risk Factors of the Resulting Issuer" in Brabeia's management information circular dated July 15, 2015 and the section entitled "Risk Factors" in Brabeia's Listing Statement dated June 19, 2015 each of which is available at www.sedar.com. Forward-looking information contained in this press release is based on Brabeia's current estimates, expectations and projections, which Brabeia believes are reasonable as of the current date. You should not place undue importance on forward-looking information and should not rely upon this information as of any other date. While Brabeia may elect to, Brabeia is under no obligation and does not undertake to update this information at any particular time except as required by applicable securities law.

Neither the Canadian Stock Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Stock Exchange) accepts responsibility for the adequacy or accuracy of this release.

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