

NEWS RELEASE

Brabeia Inc. Launches 'In Store' Capabilities To Its Trivia Contests

VANCOUVER, BC, Canada (November 10, 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 added additional capabilities to its existing contest platform.

The new option gives clients the ability to host their Brabeia contests at their storefront, as opposed to exclusively using the online platform. Clients create a contest on the Brabeia platform -- selecting their prize offering, connecting social media accounts and setting parameters. In order to host the event at their place of business, at the end of set-up they select "play in store." This will generate a link they can use on their iPads or computers.

When customers come into the building, they will have an opportunity to answer a trivia question. The first person to answer correctly will set off a series of winning sounds and get the prize. "This option is especially attractive to retailers as it creates a sense of excitement at their store. With a series of trivia questions, customers feel as if they always have a chance to win, and they keep coming back!," said Tracy Wattie, Chairman and CEO of Brabeia.

Business owners have the flexibility to set parameters with their trivia contest. For instance, they can choose to have only paying customers enter the contest or even those that spend over a certain amount. Regardless of entrants, the contact information of everyone who entered -- whether they win or lose -- is available for export to the email-marketing platform of the business owner's choice. "Contests are a great way to connect with customers, build relationships and grow a marketing list," said Wattie.

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.

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