

NEWS RELEASE

Lead Technology Company, Brabeia, Inc., Releases Its 2015 Year-In-Review

VANCOUVER, BC, Canada (January 14, 2016) - Brabeia Inc. (BBA: CSE) ("Brabeia"), a marketing and technology firm specializing in the collection of real-time data and demographic information, recently released its annual Year In Review for 2015. This was a significant year for the company, featuring substantial growth and technological development.

"I'm really proud of what we've been able to accomplish at Brabeia this year. From the capabilities we've added to our technology to the key staff we've added to our team, we've positioned ourselves for the future. We're ending the year cash-positive and I'm looking forward to all that 2016 has in store," said Tracy Wattie, Chairman and CEO of Brabeia.

Corporate Strategy & Expansion:

Brabeia's strategic alignment with the Scavo Resource Corporation at the beginning of 2015 allowed the company the flexibility necessary to finalize technology development and secure the financial backing required to sustain significant growth.

In August 2015, the company was officially listed on the [Canadian Stock Exchange](#) as a publicly traded company. In the transaction, \$923,450 in gross capital was raised. The company closed the year with positive net cash flow.

In September 2015, Brabeia restructured its contest pricing model, providing customers with a low entry fee coupled with a pay-per-lead schedule. This strategy gave small to mid-sized companies affordable access to the contest technology.

In an effort to expand Brabeia's service offerings and provide more comprehensive marketing solutions for clients, the company partnered with HubSpot in October, 2015. This partnership also added a secondary source of revenue for Brabeia as the company receives administration and management fees on all contracts, as well as a 20% commission on all clients that contract through Brabeia to use HubSpot's marketing platform.

In November 2015, Brabeia launched a redesigned website (www.brabeia.com) and explainer video showcasing the company's product offerings and walking customers through the lead generation benefits of utilizing contest marketing.

Talent:

As Brabeia continues to evolve, the company has recognized the need to continually enhance its team.

Brabeia recently hired Stacey Thorson as Chief Operating Officer. Thorson has a Bachelor of Commerce, International Business from the University of Victoria and brings 17+ years of experience in business consulting and organization. She will officially take her position with the

company on February 1, 2016.

In September, Tara Geissinger joined Brabeia's Board of Directors and Management Team as Vice President of Marketing, bringing over 20 years experience in marketing with a focus on SEO and content creation.

In an effort to provide quick turnaround and quality marketing solutions, the company also significantly expanded its contractor base adding more than 10 new copywriters, proofreaders and web designers to the marketing team.

Technology Enhancements:

Brabeia continued its commitment to improving technology in 2015 with several enhancements to its contest platform. Updates include:

- New survey technology - allowing users to require entrants to fill out survey questions prior to entering a contest, giving them valuable insight into their followers and target audience.
- Targeted data sets -- allowing users the ability to target specific geographical locations or other specific criteria, giving them greater control over contest entries
- In-store scavenger contest technology -- allowing users the ability to host contests directly in their place of business instead of just online
- A streamlined customer dashboard -- making the process to create a contest user-friendly and reducing the amount of time necessary from start-to-finish.

“In addition to expanding our capabilities, we’re also focusing on adding more third-party integrations so that contest data will automatically populate into the leading marketing platforms,” said Wattie.

Philanthropy:

“Integrity and compassion is extremely important to me. As Brabeia continues to grow, I want to be sure that we’re always looking for ways to give back to our communities,” said Wattie.

Our CEO, Tracy Wattie Coordinated the Great Canadian Shoreline clean up on part of the beach in White Rock, B.C. in September.

Brabeia also continued their annual tradition of donating to the needy at Christmas. The company donated 10 food hampers filled with all the necessities for a wonderful Christmas meal to seniors in the White Rock, B.C. area.

In addition to Brabeia charity work, individual staff members also contributed hours of volunteer time gathering supplies and assisting the homeless and needy in their hometowns.

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.

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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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