

***NEWS RELEASE***

**Brabeia Inc. Announces Late Filing of Q2 Financial Statements**

**VANCOUVER, BC, Canada (January 27, 2016)** - Brabeia Inc. (BBA: CSE) (“Brabeia”) announced today that it is unable to file its unaudited quarterly financial statements for the six month period ended November 30, 2016, its management's discussion and analysis relating to the financial statements, and the CEO and CFO certifications in connection therewith (collectively, the "Disclosure Documents") by January 28, 2016 as required under applicable securities laws.

Brabeia has decided not to apply to applicable regulatory authorities for a management cease trade order ("MCTO") since it is likely that the Company does not meet all of the eligibility criteria for an MCTO. Brabeia is currently thinly traded and thinly traded issuers are generally not eligible for an MCTO pursuant to the requirements of National Policy 12-203 - Cease Trade Orders for Continuous Disclosure Defaults. Accordingly, the Company anticipates that applicable regulatory authorities will issue the Company a general cease trade order.

The Company completed a change of business through the acquisition of 0969607 B.C. Ltd. (formerly Brabeia Inc.) (“096”) in a transaction which closed on August 24, 2015, and since that time has been focused on developing its new business. The Company has experienced unanticipated delays in collecting and reviewing the information required to complete the Disclosure Documents in a timely fashion. The Company currently expects to complete the filing of the Disclosure Documents on or before March 30, 2016, and anticipates that it will remain cease traded until such time.

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.

*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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