



## SponsorsOne Announces Stephen Barley to the Board of Directors

### For Immediate Release

Waterloo, Ontario, January 12, 2015: [SponsorsOne Inc. \(CSE: SPO\) \(Frankfurt: 5SO\)](#), (“SponsorsOne” or the “Company”), the social commerce platform that brings elite sponsorship to the masses as a new form of digital marketing and commerce within the social economy, is to announce the appointment of Stephen Barley to the Board of Directors of SponsorsOne Inc.

Stephen Barley has over 30 years of experience in the public corporate arena assisting in the structuring of financings, mergers, acquisitions and providing general corporate finance advice. After 15 years of successful private practice as a corporate finance and securities lawyer, Mr. Barley left the practice of law to participate in a number of publicly traded companies either as a founder, investor, or as an officer and director. Currently he is the Executive Chairman of a TSX listed resource company engaged in international projects. Mr. Barley is well versed in all aspects of public company finance and regulatory compliance. He is a member in good standing of the Law Societies of British Columbia and Alberta and holds a B.Comm. degree from Mount Allison University and a LLB from Dalhousie University.

SponsorsOne announces the resignation of Eric Leslie, director and chair of the compensation committee effective immediately. The board of directors and management would like to thank Mr. Leslie for his contributions to the Company and wish him every success in his future endeavors.

### About SponsorsOne

SponsorsOne is positioned to become the leader in the next evolution of digital marketing, enabling one-to-one, authentic engagement between brands, influencers and their online enthusiasts through social sponsorship and commerce. With the SponsorsCloud™ platform, brands and influencers can identify and sponsor their fans. SponsorsOne is the creator of a proprietary social sponsorship currency that gives consumers real compensation for their authentic social media engagement (blogs, videos, tweets, pins and posts). With SponsorsCloud™ and the social sponsorship currency, the Company is building the engine to change and drive the social economy.



To learn how to get your online enthusiasts working for you, visit <http://sponsorsone.com>

For more information, please contact: Investor Relations at SponsorsOne

Contact Us: <http://www.sponsorsone.com/#5>

Twitter: [@SponsorsOne](https://twitter.com/SponsorsOne)

The Canadian SecuritiesExchange ("CSE") has neither approved nor disapproved the contents of this Press Release.

#### Forward-Looking Statements

This news release contains forward-looking statements and information that are based on the beliefs of management and reflect the Company's current expectations. When used in this news release, the words "estimate", "project", "belief", "anticipate", "intend", "expect", "plan", "predict", "may" or "should" and the negative of these words or such variations thereon or comparable terminology, are intended to identify forward-looking statements and information. Such statements and information reflect the current view of the Company with respect to risks and uncertainties that may cause actual results to differ materially from those contemplated in those forward-looking statements and information.

By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the following risks: risks associated with marketing and sale of securities; the need for additional financing requirements and access to capital, reliance on key personnel; the potential for conflicts of interest among certain officers or directors with certain other projects; the volatility of the volume and price of the Common Shares, the failure of the business strategy, the integrity of the Company's patents and proprietary intellectual property and competition. The Company cautions that the foregoing list of risk factors is not exhaustive and is subject to change and there can be no assurance that such assumptions will reflect the actual outcome of such items or factors. When relying on the Company's forward-looking statements and information to make decisions, investors and others should carefully consider the foregoing factors and other uncertainties and potential events, including the risk factors set out in the Company's Listing Statement. The Company has assumed a certain progression, which may not be realized. It has also assumed that the



material factors referred to above will not cause such forward-looking statements and information to differ materially from actual results or events.

THE FORWARD-LOOKING INFORMATION CONTAINED IN THIS NEWS RELEASE REPRESENTS THE EXPECTATIONS OF THE COMPANY AS OF THE DATE OF THIS NEWS RELEASE AND, ACCORDINGLY, IS SUBJECT TO CHANGE AFTER SUCH DATE. READERS SHOULD NOT PLACE UNDUE IMPORTANCE ON FORWARD-LOOKING INFORMATION AND SHOULD NOT RELY UPON THIS INFORMATION AS OF ANY OTHER DATE. WHILE THE COMPANY MAY ELECT TO, IT DOES NOT UNDERTAKE TO UPDATE THIS INFORMATION AT ANY PARTICULAR TIME EXCEPT AS REQUIRED IN ACCORDANCE WITH APPLICABLE SECURITIES LEGISLATION.

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