



SponsorsOne launches Disruptive Technology into the \$126 Billion Digital Marketing Space

For Immediate Release

Waterloo, Ontario, January 22, 2015: [SponsorsOne Inc. \(CSE: SPO\)](#), the Company that has developed the SponsorsCloud™ platform, the marketplace where hundreds of millions of social media users can transact directly with the brands they love, is preparing to launch the SponsorsCloud in the first half of 2015.

“We are transforming the way consumers transact on social media with the brands. For the first time social currency combined with sponsorship discounts will dramatically increase the buying power of every consumer,” states Myles Bartholomew, Founder and CEO of SponsorsOne. “Brands want authentic engagement with scalability, connected to every user on social media. This has not been achievable until the launch of SponsorsCloud.”

Through the automated SponsorsCloud platform users earn compensation for every authentic conversation they have about the brand on existing social networks such as Facebook, Twitter, YouTube, Instagram and FourSquare. They get paid sponsorship credits by the brands, which is the new form of currency developed by SponsorsOne. These credits along with sponsorship discounts entitle the users to tremendous purchasing power in the marketplace, allowing them to purchase products and services from the brands they love. This will result in significantly higher return on digital and social media marketing dollars.

The roll out of the SponsorsCloud will start with the acquisition of digital marketing agencies already engaged with the brands to manage their campaigns across all digital media. There are numerous such agencies that have strong established relationships with the top 100 brands in the world. These agencies have continued to deliver the results the brands are looking for year after year, and have built a level of trust when it comes to allocating budgets across digital mediums. It's this trust that allows the agencies to allocate a portion of the brand's campaign budget to the roll out of social sponsorship. This strategy creates immediate adoption of the technology.

SponsorsOne generates revenue from: 1. The sales of credits to the Brands at \$0.01 per credit sold, 2. The sales of creative and project management services, 3. The sale of sponsorship management services and, 4. The sale of big data analytics to the brands. The credits and the Data Analytics generate 98% margin whereas the creative services and sponsorship



management generates 25-50% margin. The revenue mix will depend on the campaign strategy required to maximize ROI for the Brands.

SponsorsOne's technology combined with the agency-brand relationship accelerates the adoption of the social sponsorship model as a new form of digital marketing.

About SponsorsOne (CSE: SPO)

SponsorsOne is positioned to become the leader in the next evolution of digital marketing with the SponsorsCloud platform for social sponsorship and commerce. The SponsorsCloud enables one-to-one, authentic engagement between brands, influencers and their social networks. With the SponsorsCloud™ platform, brands and influencers can leverage and grow their relationships with their most valuable supporters. 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). The Company is building the marketplace to drive the social economy.

To learn more please visit <http://sponsorsone.com>
Or <http://www.sponsorsone.com/de/>

For more information please contact SponsorsOne Investor Relations
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The Canadian Securities Exchange ("CSE") has neither approved nor disapproved the contents of this Press Release.

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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



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