



SponsorsOne Builds Proprietary Advertising Networks for top 100 Brands using Social Sponsorship

For Immediate Release

Waterloo, Ontario, March 9, 2015: [SponsorsOne Inc. \(CSE: SPO\)](#), the Company that has developed the SponsorsCloud™ platform for creating highly engaged Social Ad Networks for Brands and their full service Agencies to create data driven campaigns and creative is pleased to discuss the acquisition strategy for rolling up agencies that generate revenue in the \$10-25M range. As previously announced, SponsorsOne has entered into a definitive term sheet to acquire JWALK NY LLC (“JWALK”), one of the leading full service creative agencies in the USA, as the first acquisition of many.

Brands spend over USD\$600 billion annually to market their products and services. Of this total expenditure, 70% is utilized to acquire distribution to Ad Networks with the balance of the budget used for creative production. SponsorsOne’s strategy is to acquire top creative agencies that service the top 100 brands and use SponsorsCloud to dramatically grow the revenue of these agencies by selling access to the social ad networks created through social sponsorship.

“Combining Creative plus Social Ad Networks transforms the Creative Agency business to focus on data driven campaigns and creative content to drive a higher returns over any other form of marketing,” stated Myles Bartholomew, Founder and CEO of SponsorsOne. “The combination of Creative plus Social Ad Network is expected to change the economics of a Creative Agency, drastically improving earnings, with the result of significantly increasing valuation multiples.”

The digital marketing space has rapidly evolved with the onset of digital technology. It is becoming more difficult for creative agencies to stay relevant with the increasing prominence of technology, as brands look to bring resources in house. SponsorsOne plans to overcome these challenges with its creative agency roll-up strategy by bringing technology and creative agencies together. The strategic alignment of top creative talent together with the SponsorsCloud™ technology – a proprietary ad network for the brands – produces a competitive advantage on both sides.



About SponsorsOne Inc.:

With the SponsorsCloud™ platform, SponsorsOne is creating Brand focused proprietary ad networks. Data driven marketing campaigns and creative combined with a proprietary social ad network will change the face of the agency and the way Brands connect to their customers. Brands can now inspire real movements around their products and services in which their most valuable customers become their best salespeople producing far greater ROI than current social media advertising methods.

SponsorsOne is also the creator of a proprietary SponsorsCloud and a Social Sponsorship Currency that gives consumers real compensation for their authentic social media engagement (blogs, videos, tweets, pins and posts) along with a Social Marketplace to trade their Social Currency for products and services with the Brands they love.

ON BEHALF OF THE BOARD

“Gary Bartholomew”

Gary Bartholomew, Executive Chairman

To learn more or inquire please visit <http://sponsorsone.com>

Or <http://www.sponsorsone.com/de/>

The Canadian Securities Exchange ("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 achieve-



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