



SponsorsOne Files its Second Patent – Dynamically Valuing Social Capital for Commerce

For Immediate Release

Waterloo, Ontario, March 31, 2015: [SponsorsOne Inc.](#) (CSE: SPO) (Frankfurt: 5SO) (“SponsorsOne” or the Company”), the Company that has developed the SponsorsCloud™ platform, is pleased to announce the filing of its second patent that will change the way Brands focus their marketing within the social network.

“For the first time sponsored users within the social network will be valued individually by each Brand allowing the Brand to target individuals that will drive the highest ROI on every marketing dollar spent,” states Myles Bartholomew, CEO of SponsorsOne Inc. “Everyone will use their social capital, individually and dynamically valued for trading with Brands for goods and services.”

Calculating individual social capital relative to each brand and real-time context is a new paradigm shift in the way advertisers will target their audience. High valued users can be dynamically assembled to create an on-demand ad network that uses social media to reach millions of ideal users to create a viral effect on every advertising campaign. The ROI on every campaign will be calculated real time and ad networks will evolve dynamically to continually optimize each campaign’s ROI.

SponsorsCloud is a new type of social media marketing intelligence designed to deliver proprietary Ad Networks at scale for each Brand. SponsorsCloud not only optimizes ROI on every ad dollar spent, but continually identifies and assembles the most valuable users with the highest social capital potential for each brand, growing the value of the brands’ social networks.



This provisional patent is complementary to the Social Sponsorship Patent filed September 20, 2013.

About SponsorsOne:

SponsorsOne is positioning itself to become a leader in the next evolution of digital marketing with the SponsorsCloud platform for social sponsorship and commerce. The SponsorsCloud™ platform creates brand focused proprietary ad networks for data driven marketing campaigns that will change the way brands connect to their customers. SponsorsCloud™ is a tool for brands to 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 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, Executive Chairman

To learn more 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 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.

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