



SponsorsOne launches alpha testing of the SponsorsCloud™ platform

For Immediate Release

Waterloo, Ontario, April 6, 2015: **SponsorsOne Inc.** (CSE: SPO) (Frankfurt: 5SO) (“SponsorsOne” or the Company”), the Company that has developed the SponsorsCloud™ platform, has initiated the next major step towards commercialization of its SponsorsCloud™ platform – the company has launched an alpha testing program of the SponsorsCloud™ platform.

“This is a substantial step towards commercial readiness of our platform,” states Myles Bartholomew, CEO of SponsorsOne Inc. “With this alpha testing program, we can clearly demonstrate to brands the user engagement loops and the invaluable type of data and insights that the platform can produce.”

The objectives of the alpha testing program are two-fold: 1) to test the functionality of the system, and 2) to establish a demo product for display to potential commercial beta launch partners. The alpha testing program and the resultant demo data produced will serve as a very effective way to communicate the platform to Brand and influencer partners and serve as a basis to obtain important feedback.

With the alpha tested platform and demo data, SponsorsOne plans to initiate a user and brand testing program to isolate specific feedback to refine the platform and associated products prior to commercial beta launch.

Alpha testing is expected to continue through Q2 with commercial beta launch following shortly thereafter.

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.



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