



## **SponsorsOne launches with First Commercial Customer – Harbison Collection, NYC**

### **For Immediate Release**

Waterloo, Ontario, May 31, 2016: **SponsorsOne Inc.** (CSE: SPO) (Frankfurt: 5SO) (“SponsorsOne” or the Company”), the Company that has developed the SponsorsCloud™ platform that allows Brands to build authentic and engaged communities around their products and services, is working with fashion brand Harbison in NYC representing the first commercial contract for SPO’s SponsorsCloud platform.

“We are so excited to launch the SponsorsCloud in NYC with a creative fashion brand like Harbison”, states Myles Bartholomew, CEO, SponsorsOne. “The launch will demonstrate the complete functionality utilizing professional influencers associated with Harbison to reach an estimated 5 million users within their social network.”

“We have built a strong community around our brand and the SponsorsCloud platform will help us expand it rapidly translating to increased sales and improved margins.” stated Charles Harbison, owner and founder of Harbison LLC. “We can give back to that community for authentically talking about our brand by diverting our marketing dollars as a reward. We feel this is an effective way to manage growth and stay authentic”.

SponsorsCloud will enable Harbison to track the true ROI on social media marketing right through to the sale of product. Every campaign can show the ROI in real time as its happening and the marketing team can adjust the strategy to effect viral penetration to maximize the effect on sales. SponsorsOne revenue generation includes an upfront one time integration fee into Harbison’s ecommerce store to facilitate an automated redemption process as well as 10% of revenue generated by the SponsorsCloud direct to Harbison. The SponsorsCloud launch will focus on Harbison’s Fall Collection Launch with estimated fashion sales of \$2.5 million USD.



### **About Harbison:**

Harbison is an emerging luxury fashion brand founded upon designer Charles Elliot Harbison's conviction that the market is ready for a fresh take on luxury American sportswear, made in New York City. Since its 2013 launch, the brand has garnered unprecedented editorial and commercial response from the global fashion community, proving Harbison's modern, American sportswear-inspire voice is poised to render it one of America's most influential brands.

[www.harbisoncollection.com](http://www.harbisoncollection.com)

### **About SponsorsOne:**

SponsorsOne is positioning itself to become a leader in the next evolution of social digital marketing with the SponsorsCloud™ platform that allows Brands to build and manage their own proprietary and highly engaged digital ad networks within the social realm. The SponsorsCloud™ platform allows 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 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 exchange 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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