



SponsorsOne Announces Closing of Private Placement and Debt Settlement

For Immediate Release

Waterloo, Ontario, July 5, 2016: SponsorsOne Inc. (CSE: SPO) (Frankfurt: 5SO) (the “**Company**”), the Company that has developed the SponsorsCloud™ platform that allows brands to build authentic and engaged communities around their products and services, announces that it has completed a private placement for gross proceeds of \$248,000 (the “**Offering**”) through the issuance of 1,653,333 units (the “**Units**”) of the Company at a price of \$0.15 per Unit. Each Unit is comprised of one common share (a “**Common Share**”) and one common share purchase warrant (a “**Warrant**”). Each Warrant entitles the holder thereof to acquire one additional Common Share of the Company exercisable for a period of 24 months from the closing of the Offering at an exercise price of \$0.30 per Common Share.

In addition, the Company also announces that it has agreed to settle an aggregate of \$770,617.70 of indebtedness owed to certain arm’s length and non-arm’s length creditors through the issuance of 5,137,451 Units in the capital of the Company, on the same terms and conditions as the Offering, at a deemed price of \$0.15 per Common Share.

All securities issued are subject to a hold period until November 5, 2016 pursuant to applicable securities laws.

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.

THE FORWARD-LOOKING INFORMATION CONTAINED IN THIS NEWS RELEASE REPRESENTS THE EXPECTATIONS OF THE COMPANY AS OF THE DATE OF THIS NEWS RELEASE AND, ACCORDINGLY, IS SUBJECT TO CHANGE AFTER SUCH DATE. READERS SHOULD NOT PLACE UNDUE IMPORTANCE ON FORWARD-LOOKING INFORMATION AND SHOULD NOT RELY UPON THIS INFORMATION AS OF ANY OTHER DATE. WHILE THE COMPANY MAY ELECT TO, IT DOES NOT UNDERTAKE TO UPDATE THIS INFORMATION AT ANY PARTICULAR TIME EXCEPT AS REQUIRED IN ACCORDANCE WITH APPLICABLE SECURITIES LEGISLATION.