



UPSNAP TO PRESENT AT STABLEVIEW ASSET MANAGEMENT TECH14 CONFERENCE

Toronto, Ont. – September 26, 2014 – UpSnap Inc. (CSE: UP) ("UpSnap" or the "Company"), today announced that Mr. Bruce Howard, the Chief Executive Officer of the Company, will present at the StableView Asset Management Tech14 Conference on Thursday, October 2, 2014. Mr. Howard will provide a corporate update and participate in a Q&A session at 8:30 AM ET. The conference is being held at the Arcadian Loft, located at 401 Bay Street, Simpson Tower, 8th floor.

UpSnap's presentation will be available on the Company's website www.upsnap.com.

About UpSnap:

UpSnap provides highly-targeted, data-driven mobile advertising to attract the ideal audience for brands big and small. Combining first-party proprietary data and real-time analytics, UpSnap goes beyond location to deliver site agnostic and results-driven campaigns that produce qualified, engaged customers. UpSnap tailors each campaign to align with unique business goals, delivering the right customers for more meaningful exposure and better business results.

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The CSE has not reviewed, approved or disapproved the content of this press release.