



SNIPP INTERACTIVE INC.

SNIPP SIGNS THREE-YEAR LOYALTY DEAL WITH LEADING MEAT PRODUCTS VALUE BRAND

March 8, 2018

OTCQB Trading Symbol: SNIPF

TSX Venture Exchange Trading Symbol: SPN

TORONTO, ON, CANADA - Snipp Interactive Inc. ("Snipp" or the "Company") (OTCQB: SNIPF; TSX-V: SPN), a global provider of digital marketing promotions, rebates and loyalty solutions, is pleased to announce that a leading US-based meat products value brand has migrated its existing loyalty program to the SnippLoyalty Platform. The company is part of an international multi-national food processing and distribution company with over eighteen billion dollars (USD) in global revenue.

Snipp was selected as the new provider for the client's existing loyalty implementation and won the contract based on the ease of use and flexibility of our platform as well as our ability to run multiple promotions as overlays to the core loyalty program. Snipp had previously sold multiple shorter-term programs to this client (in Q4 of 2017), which were precursors to the current three-year deal. The Company expects to grow this relationship significantly in coming quarters, with the potential to add additional brands within both the client's and its parent's portfolios.

According to Atul Sabharwal, Chief Executive Officer at Snipp, "We're thrilled to work with this key client to enhance their existing program and to build on the previous programs we successfully implemented for them last year. The trust placed in our platform is significant as this is a core program for our client and focuses on distribution channels that are critical to their sales efforts. Contracts that cover essential customer sales channels are particularly gratifying, because they validate both the reliability and effectiveness of our technology and solutions."

Visit the Snipp website at www.snipp.com for examples of Snipp programs.

About Snipp:

Snipp is a global loyalty and promotions company with a singular focus: to develop disruptive engagement platforms that generate insights and drive sales. Our solutions include shopper marketing promotions, loyalty, rewards, rebates and data analytics, all of which are seamlessly integrated to provide a one-stop marketing technology platform. We also provide the services and expertise to design, execute and promote client programs. SnippCheck, our receipt processing engine, is the market leader for receipt-based purchase validation; SnippLoyalty is the only unified



loyalty solution in the market for CPG brands. Snipp has powered hundreds of programs for Fortune 1000 brands and world-class agencies and partners.

Snipp is headquartered in Toronto, Canada with offices across the United States, Canada, Ireland, Europe, and India. The company is publicly listed on the OTCQB, of the OTC market in the United States of America, and on the Toronto Stock Venture Exchange (TSX) in Canada. Snipp was selected to the TSX Venture 500®, an annual ranking of the strongest performing companies on the TSX Venture Exchange, in 2015 and 2016. SNIPP IS RANKED AMONGST THE TOP 500 FASTEST GROWING COMPANIES IN NORTH AMERICA On Deloitte's 2017 Technology Fast 500™ List, for the second year in a row.

FOR FURTHER INFORMATION PLEASE CONTACT:

MKR Group, Inc.
Todd Kehrli / Mark Forney
snipp@mkr-group.com

Snipp Interactive Inc.
Jaisun Garcha
Chief Financial Officer
investors@snipp.com

Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements that involve risks and uncertainties, which may cause actual results to differ materially from the statements made. When used in this document, the words "may", "would", "could", "will", "intend", "plan", "anticipate", "believe", "estimate", "expect" and similar expressions are intended to identify forward-looking statements. Such statements reflect our current views with respect to future events and are subject to such risks and uncertainties. Many factors could cause our actual results to differ materially from the statements made, including those factors discussed in filings made by us with the Canadian securities regulatory authorities. Should one or more of these risks and uncertainties, such as changes in demand for and prices for the products of the company or the materials required to produce those products, labour relations problems, currency and interest rate fluctuations, increased competition and general economic and market factors, occur or should assumptions underlying the forward looking statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, or expected. We do not intend and do not assume any obligation to update these forward-looking statements, except as required by law. The reader is cautioned not to put undue reliance on such forward-looking statements.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.



Copyright Snipp Interactive Inc. All rights reserved. All other trademarks and trade names are the property of their respective owners