



SNIPP INTERACTIVE INC.

SNIPP INTERACTIVE INC. HIRES LOYALTY AND PROMOTION SPECIALIST ANTHONY AGUIAR AS VP OF SALES AND BUSINESS DEVELOPMENT

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OTCPK Trading Symbol: SNIPF

TORONTO, ON, CANADA - Snipp Interactive Inc. ("Snipp" or the "Company") (TSX-V: SPN; OTCPK: SNIPF), a global provider of digital marketing promotions, rebates and loyalty solutions, today announced that it has hired Anthony Aguiar as VP of Sales and Business Development. Mr. Aguiar is a 19-year veteran in the brand loyalty and promotions industry. His clients have included multiple Fortune 500 companies including the largest beverage company in the world, the largest food company in the world and many other Fortune 500 household names.

As a passionate and outspoken proponent of growth and innovation for his clients, Aguiar has driven success in the loyalty and promotion industry for two decades. During his career he has held several roles within the industry, all contributing to the evolution of his clients' businesses in many industry verticals including CPG, pharmaceutical, medical devices and restaurants. For the last decade he has focused on generating new business in the loyalty and promotions space, growing key accounts and leading program and business strategy.

Commenting on his new role, Aguiar said "I'm very excited to join the team at Snipp. I've followed the organization for a number of years, watching their continuous growth and incredible success. It is a remarkable organization poised to help world-leading brands achieve their goals of driving customer loyalty and increasing lifetime value. The loyalty industry itself will see large growth over the next few years and I'm thrilled to help Snipp

penetrate emerging markets, expand our global footprint and lead our clients into a new era of customer marketing with a focus on empirical results."

"We are very excited to have Anthony join our team. His deep expertise in the loyalty and promotions space as well as his experience in generating new business will be invaluable in helping us achieve our goal of profitable growth through sales from both existing and new customers.," said Atul Sabharwal, Chief Executive Officer at Snipp. "We have not invested in sales for a few years and in fact our last sales hire was over two years ago. With eyes on our goal, we will continue to invest in our sales and marketing teams in 2019 through opportunistic external hiring as well as investing in training and developing our internal teams. We welcome Anthony and look forward to learning and benefiting from his experiences as we continue to scale and pursue new areas of growth for the company."

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 Toronto Stock Venture Exchange (TSX-V) in Canada and is also quoted on the OTC Pink marketplace under the symbol SNIPF. Snipp was selected to the TSX Venture 50®, 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 2018 Technology Fast 500™, for the third year in a row.

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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.

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