PRESS RELEASE
FOR IMMEDIATE RELEASE

IOU Financial Ranks No.8 on the 2016 PROFIT500

MONTREAL, Québec, September 19, 2016 – IOU Financial Inc. (TSX Venture Exchange: IOU) a leading online lender (IOUFinancial.com) to small business in the United States and Canada, announces today that Canadian Business and PROFIT ranks IOU Financial as the #8 fastest growing company on the 28th annual PROFIT500, the definitive ranking of Canada's Fastest-Growing Companies. Published in the October issue of Canadian Business and at PROFITguide.com, the PROFIT500 ranks Canadian businesses by their five-year revenue growth.

IOU Financial makes the 2016 PROFIT500 list as the #8 fastest growing company with five-year revenue growth of 5,886%.

"Companies become a part of the PROFIT500 through innovative thinking, smart strategy and sheer grit," says James Cowan, Editor-in-chief of PROFIT and Canadian Business. "These firms demonstrate what Canadian entrepreneurs can achieve, both at home and across the globe."

"We are honoured to be on the PROFIT500 list as the #8 fastest growing company. This achievement reflects the dedication and strength of our team," said CEO Philippe Marleau. "We look forward to continued growth through our recent launch in Canada (IOUFInancial.ca) and our ongoing efforts to be the preferred and trusted lender to merchants in the US and Canada.

About PROFIT and PROFITguide.com
PROFIT: Your Guide to Business Success is Canada's preeminent media brand dedicated to the management issues and opportunities facing small and mid-sized businesses. For 34 years, Canadian entrepreneurs across a vast array of economic sectors have remained loyal to PROFIT because it's a timely and reliable source of actionable information that helps them achieve business success and get the recognition they deserve for generating positive economic and social change. Visit PROFIT online at PROFITguide.com.

About Canadian Business
Founded in 1928, Canadian Business is the longest-serving, best-selling and most-trusted business publication in the country. With a total brand readership of more than 1.1 million, it is the country's premier media brand for executives and senior business leaders. It fuels the success of Canada's business elite with a focus on the things that matter most: leadership, innovation, business strategy and management tactics. We

provide concrete examples of business achievement, thought-provoking analysis and compelling storytelling, all in an elegant package with bold graphics and great photography. Canadian Business—what leadership looks like.

About IOU Financial
Endorsed by Kevin O'Leary of ABC's Shark Tank, IOU Financial provides small businesses throughout the U.S. and Canada access to the capital they need to seize growth opportunities quickly. Typical customers include medical and dental practices, grocery and retail stores, restaurant and hotel franchisees and e-commerce companies. In a unique approach to lending, the IOU Financial advanced, automated application and approval system accurately assesses applicants' financial realities, with an emphasis on day-to-day cash flow trends. It makes loans of up to US$150,000 to qualified U.S. applicants ($100,000 in Canada) within a few business days, with affordable charges favorable to cash-flow management. It's speed and transparency make IOU Financial a trusted alternative to banks. To learn more visit: IOUFinancial.com.

Forward Looking Statements
Certain information set forth in this news release may contain forward-looking statements that involve substantial known and unknown risks and uncertainties. These forward-looking statements are subject to numerous risks and uncertainties, certain of which are beyond the control of IOU Financial including, but not limited to, the impact of general economic conditions, industry conditions, dependence upon regulatory and shareholder approvals, the execution of definitive documentation and the uncertainty of obtaining additional financing. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements. IOU does not assume any obligation to update or revise its forward-looking statements, whether as a result of new information, future events, or otherwise.

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

For Further Information:

Philippe Marleau
Chief Executive Officer
(514) 789-0694 ext. 225

David Kennedy
Chief Financial Officer
(514) 789-0694 ext. 298