SNIPP INTERACTIVE INC.

SNIPP SIGNS TWO YEAR MSA WITH GLOBAL CONSUMER GOODS COMPANY WITH INITIAL ORDER FOR $800,000 USD

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OTCQX Trading Symbol: SNIPF
TSX Venture Exchange Trading Symbol: SPN

WASHINGTON, DC - Snipp Interactive Inc. ("Snipp"), an international provider of marketing promotions, rebates and loyalty solutions listed on the OTCQX and the TSX Venture Exchange, is pleased to announce it has signed a two-year Master Services Agreement (MSA) in Canada and the USA with a global household and personal care products consumer goods company.

Snipp has also received an initial order for $800,000 USD the first set of promotions it will be launching in the USA and Canada under the auspices of the recently signed MSA.

According to David Hargreaves, Chief Client Officer at Snipp, "We are extremely pleased to announce this relationship with yet another global player in the CPG industry. We have launched a number of successful programs in the category and we are seeing more and more brands looking for a digital solution to their traditional promotions to drive customer engagement and sales. We look forward to applying our expertise to create sophisticated promotions solutions for their extensive range of products."

The signed agreement formally establishes Snipp as a mobile technology supplier for a range of marketing solutions. The first set of promotions are expected to go live later in the year. The promotions will leverage Snipp's SnippCheck receipt processing platform to validate purchases and its SnippRewards platform to provide rewards to qualifying customers.

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

About Snipp:

Snipp's incentive marketing technology platform enables brands and retailers to drive customer engagement and purchase. Our solutions include loyalty, rebates, promotions, rewards and data analytics. SnippCheck, Snipp's unique receipt processing engine is now the market leader for receipt-based purchase validation, having powered several hundred programs for leading Fortune 500 brands and world-class agencies and partners. 99% of all households in the United States have been exposed to our programs.

Snipp is headquartered in Washington, DC with offices across the United States, Canada, UK, Ireland, the Middle East and India. The company is publicly listed on the OTCQX, the highest tier of the OTC market in the United States of America, and on the Toronto Stock Venture Exchange (TSX) in Canada. In 2015, Snipp was selected to the TSX Venture 50®, an annual ranking of the strongest performing companies on the TSX Venture Exchange.

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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.