SNIPP INTERACTIVE INC.

SNIPP ANNOUNCES 60+ SIMULTANEOUS PROGRAMS WORTH $3.5 MILLION LIVE IN Q1, A NEW SNIPP OPERATING RECORD

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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 that at the close of Q1 2016, the company was running a record-breaking 60+ simultaneous programs worth $3.5 million.

These programs span diverse industries across the US, Canadian and European markets and range from short-term promotions leveraging SnippCheck, Snipp's market-leading receipt processing engine to long-term loyalty programs on its award winning loyalty platform.

"Demand for our industry-leading digital marketing solutions is growing by leaps and bounds. This milestone is a testament to the confidence our clients have placed in us, based on our sophisticated promotions and loyalty solutions, dedicated employees and forward-thinking management team. We look forward to continuing this growth momentum, further developing our technology solutions and helping brands optimize their marketing programs," says Atul Sabharwal, co-founder and CEO of Snipp.

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, Europe, 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. 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.

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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.