



**DRAFT RELEASE**

**FRANKLY ANNOUNCES PARTNERSHIP WITH FULL PICTURE**

**LOS ANGELES, CA, / TheNewswire / FEBRUARY 18, 2015** – Frankly, Inc. has announced a strategic partnership with Full Picture to bring its cutting-edge messaging technology to key brands across the entertainment, retail, beauty and fashion landscapes. The announcement comes as Frankly reveals industry-leading partnerships with the *Sacramento Kings* and the new-age auto-follow drone technology company, *Trace*.

Frankly's innovative business model offers a chat-as-a-service SDK that allows brands to add messaging into their digital experiences and engage users on platforms they fully own. This real-time messaging technology connects brands and fans directly, with an emphasis on personal connection and interest-based conversations, to gain increased brand loyalty, close-up user insights, and monetization opportunities.

"The strength of Full Picture's business and expertise in key verticals brings Frankly the opportunity to work with world-class brands. We're excited to be their technology partner and look forward to crafting innovative mobile and digital marketing tools for leading brands," said Frankly CEO, Steve Chung.

"Full Picture is excited to partner with Frankly to bring ground-breaking technology to the forefront of a highly competitive industry," said Jane Cha, Executive Vice President at Full Picture.

Full Picture is an award-winning, bi-coastal agency with an exceptional team of highly creative individuals who live and work at the crossroads of various industries including fashion, beauty, tech and entertainment.

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**About Frankly Inc.:**

Frankly is a next-generation chat-as-a-service platform that lets consumer brands build fan communities, engage their users directly, and join the conversation—right in their mobile app experiences.

With Frankly's Chat SDK, brands can quickly plug in powerful, customizable technology to unlock the power of mobile messaging on their own platform and access conversations that matter to their business and their users.

Based in San Francisco, California, Frankly was founded in 2013 and is publicly traded on Canada's TSX Venture Exchange. To learn more, please visit [www.franklyinc.com](http://www.franklyinc.com) or email [press@franklychat.com](mailto:press@franklychat.com).

**About Full Picture:**

With locations in New York and Los Angeles, Full Picture is recognized for the branding and imaging for some of the world's leading brands. To learn more, please visit [www.fullpicture.com](http://www.fullpicture.com).

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.

Notice regarding forward-looking statements:

This release includes forward-looking statements regarding Full Picture, Frankly and their respective businesses. Forward-looking events and circumstances discussed in this release, such as user engagement, may not occur by certain specified dates or at all and could differ materially as a result of known and unknown risk factors and uncertainties affecting the parties. No forward-looking statement can be guaranteed. Except as required by applicable securities laws, forward-looking statements speak only as of the date on which they are made and Frankly undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.

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