

DEAN BENDER BECOMES PROSMART'S LATEST HIGH-PROFILE ADVISOR, PROSMART GRANTS STOCK OPTIONS

KELOWNA, BC – November 16, 2017 – ProSmart Enterprises Inc. (TSXV: PROS) (“**ProSmart**” or the “**Company**”) is pleased to announce that Dean Bender has agreed to join the Company as an Advisor. He will be focused on developing the ProSmart brand by establishing a significant and differentiated presence and image in the market that attracts and retains loyal ProSmart community members, customers and partners.

Dean has 30 years’ experience in sports media and marketing, starting with his very first job working at the historic Maple Leaf Gardens on Hockey Night in Canada broadcasts to senior, creative leadership roles at Rogers, Sportsnet and Maple Leaf Sports & Entertainment (the “**MLSE**”).

Between 1998 and 2000, Dean helped launch Sportsnet as the first regional sports network in Canada. After a successful 2 years, he joined MLSE, producing broadcasts for Leafs and Raptors TV. He then led the MLSE Design Group, supporting the Toronto Maple Leafs, Toronto Raptors, Toronto Marlies and Toronto FC, with creative services in print, web, arena, broadcast and advertising. Under Dean’s leadership MLSE Design Group also developed and helped launch the Real Sports Bar & Grill and Real Sports Apparel brands, as well as e11even restaurant.

In 2011, Dean returned to Rogers to become VP, Media Creative, and help relaunch the Sportsnet brand, helping it become the #1 Sports Media brand in 4 short years. During this time, he became SVP, Rogers Creative, leading an internal creative agency of 322 people, specializing in brand development. The team supported all Rogers Media brands in print, web, promotion and advertising, as well as the holistic creative direction for the Rogers Corporation. The agency grew to support Rogers retail stores, human resources and corporate real estate, and acted as a partner with the Agencies of Record for the Rogers, Fido and chatr telco brands.

Says Dean Bender, “I am extremely proud to join ProSmart as an Advisor. I think ProSmart has developed one of the most creative sports, social and media platforms I have seen in a long time. There is a brand here which has tremendous value potential in light of the social good it is providing as well as the grassroots connection to the community that pro teams, leagues, brands, sponsors, causes and media companies are all craving.”

Alan Schuler, CEO of ProSmart adds, “We were looking for somebody like Dean to help our communication efforts to all our stakeholders and to grow our brand. We understand how important branding is for perception and growth and Dean is a perfect fit given his creative expertise and sports media and marketing background.”

The Company also announces that it has granted certain consultants of the Company incentive stock options to purchase up to an aggregate of 315,000 common shares pursuant to the Company’s stock option plan, exercisable at a price of \$0.22 per common share. The term of the options is 10 years from the date of grant, of which 65,000 will vest immediately with the remaining 250,000 to vest over a period of 3 years, according to the following schedule: one-third shall vest on the first anniversary of the grant date, and the balance will vest in equal monthly installments over the



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subsequent 24 months. The grant of options remains subject to the approval of the TSX Venture Exchange (the “Exchange”).

In addition, the vesting term for 400,000 Options granted by the Company on September 21, 2017 to certain consultants has been amended from vesting over a period of three years to vest immediately.

On behalf of ProSmart Enterprises Inc.

Alan Schuler
Co-Founder & Chief Executive Officer

Additional link(s):

ProSmart Inc.: <http://prosmartinc.com>

RosterBot Inc.: <http://rosterbot.com>

ProSmart Hockey: <http://prosmarthockey.com>

ProSmart Football (Soccer): <http://prosmartfootball.com>

About ProSmart Enterprises Inc.

ProSmart Enterprises Inc. (“ProSmart”) provides a highly scalable and holistic sports technology platform, blending best-in-class, player, coaching and team development media with a robust suite of team management tools. ProSmart’s platform is specifically designed to foster safer, happier and healthier youth and recreational sports communities around the world, regardless of skill level, age or gender. ProSmart aims to connect all participants in the highly-fragmented sports industry, creating a large, financially sustainable marketplace. ProSmart currently supports coaches, managers, players and families in over 1,500 grassroots governing bodies and associations spanning 100 different countries.

For more information on ProSmart, please visit www.prosmartinc.com and stay connected with us by:

Following **ProSmart** on LinkedIn (www.linkedin.com/company/prosmartsports)

Following **ProSmart** on CrunchBase (www.crunchbase.com/organization/prosmart-sports-development-inc)

Following **ProSmart** on AngelList (www.angel.co/prosmart-sports-development)

About ProSmart Sports Development Inc.

ProSmart Sports Development Inc. (“**ProSmart Sports**”) is a leading sports Hockey and Football (Soccer) team development platform, and currently supports teams of all ages to “Build Confidence” in over 42 countries across more than 1,500 grassroots governing bodies and associations worldwide. ProSmart offers the most comprehensive suite of customized practice plans, fully animated drills and personalized skill videos from the Pros available on mobile devices via the App Store and on the web at prosmarthockey.com and prosmartfootball.com.



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About RosterBot Inc.

RosterBot Inc. (“**RosterBot**”) is a leading sports team management platform, and currently helps teams of all ages to “Take the Work Out of Play” in over 100 countries and more than 500 types of sports and activities worldwide. RosterBot offers the most comprehensive suite of team scheduling, bookkeeping, and collaboration tools available on mobile devices via the App Store, Google Play and on the web at rosterbot.com.

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*The shares of ProSmart Enterprises Inc. trade publicly on the TSX Venture Exchange under the symbol
TSXV:PROS.*

"Neither 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."