

## **Intercept Music, Wholly Owned Subsidiary of Sanwire Corporation, Reaches Major Milestone in Artist Signups, and Introduces Intercept Plus Services**

**LOS ANGELES, Calif. – May 8, 2020** – Sanwire Corporation (“Sanwire” or the “Company”) (OTC: SNWR), a diversified company with a focus on the entertainment industry, announced today that Intercept Music, Inc. (“Intercept”), Sanwire’s wholly owned subsidiary, has reached a significant milestone by signing more than 100 artists to its platform since its official launch in early 2020. The company also announced the official launch of its new Intercept Plus label services program, offering artists and bands enhanced, custom-tailored revenue-generating services.

The 100-artist milestone beats Intercept’s initial projection by almost 60 days. The rapid rate of adoption validates Intercept Music’s core concept: to deliver marketing and distribution products and services that enable independent artists to directly manage their music and their careers.

The more than 100 artists signed so far represent a wide range of genres, including gospel, Christian, country, bluegrass, folk, blues, reggae, rock, hip-hop, pop, and Latin. The artist cohort includes both established artists and emerging talents, from the U.S. and abroad. Among the more prominent artists signed to Intercept Music are Clayton Anderson, George Ducas, Josh Gracin, Rayne Johnson, The Pointer Sisters, the late Kenny Rogers, and John Schneider.

Additionally, Intercept has officially launched Intercept Plus label services, which the company has beta-tested with a dozen artists and bands in recent months. Funded on a commission basis, Intercept Plus allows independent artists to economically access many of the benefits of a traditional music label, including enhanced promotional and merchandising opportunities such as playlisting, customized advertising, and licensing. There are currently more than 50 artists and bands that have applied to the Intercept Plus platform; the company expects to on-board these artists and recognize revenues within the second quarter of 2020.

“The fact that we reached the 100-artist milestone ahead of our forecast indicates that we have the right product at the right time, and the demand is even greater than we expected,” said Tod Turner, President of Intercept. “With the introduction of Intercept Plus, we’re creating an even more powerful toolset for artists to control all aspects of their careers, and maximize their revenue.”

Intercept Music is an online platform completely dedicated to helping millions of global independent artists effectively promote their music and distribute it worldwide to hundreds of digital stores and every major streaming platform, including Spotify, Apple Music, Amazon Music, Pandora and Google Music. In addition to powerful DIY social media marketing and promotional tools available on a monthly subscription model, Intercept's upgraded ambassador program also enables artists to accelerate their careers with individualized coaching sessions, which can be booked directly on the website.

There are currently an estimated 12 million independent artists (i.e., those not signed to major labels) worldwide today, and independent music is the fastest-growing sector by revenue in the music industry. The independent music market generated \$1.6 billion in 2019 and is projected to grow 32% in 2020 to \$2.1 billion, accounting for up to 10% of the global music industry. Intercept Music offers an unparalleled level of support and service to its independent artists.

#### **About Intercept Music, Inc.**

Intercept Music, Inc. is an entertainment technology company, with the soul of an artist, sells and markets its product offerings utilizing the Software as a Service ("SaaS") model. In the crowded music marketplace today, 12 million artists are competing for fans and audiences that have almost unlimited access to music, whether from streaming services or online retailers. Intercept's software platform delivers an unsurpassed combination of distribution, marketing and expert coaching, empowering artists to connect with new audiences, measure their results and distribute and monetize their music like never before. For more information, visit [interceptmusic.com](http://interceptmusic.com).

#### **About Sanwire Corporation**

Sanwire Corporation (OTC: SNWR), a diversified company with a focus on the entertainment industry, has been involved in aggregating technologies for a number of years. We look for opportunities in fragmented markets, where technology can be applied to consolidate services into a single platform of delivery. Our current focus is advanced entertainment technologies. For more information, visit [sanwirecorporation.com](http://sanwirecorporation.com).

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**Safe Harbor Statement:** Forward-Looking Statements are included within the meaning of Section 27A of the Securities Act of 1933, and Section 21E of the Securities Act of 1934, as amended. All statements regarding our expected future financial positions, results of operations, cash flows, financing plans, business strategy, products and services, competitive positions, growth opportunities, plans and objectives of management for future operations, listing on the OTC Markets, including words such as "anticipate," "if," "believe," "plan," "estimate," "expect," "intend," "may," "could," "should," "will," and other similar expressions are forward-looking statements and involve risks, uncertainties, and contingencies,

many of which are beyond our control, which may cause actual results, performance, or achievements to differ materially from anticipated results, performance, or achievements. We are under no obligation to (and expressly disclaim any such obligation to) update or alter our forward-looking statements, whether as a result of new information, future events or otherwise.