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US Department of State Awards Contract for Message Testing and Audience Research to RIWI

Toronto, ON – RIWI Corp. (CSE: RIW) (the “Company” or “RIWI”) is pleased to announce that the United States Department of State (“DoS”) has awarded RIWI a new long-term agreement.

The new DoS agreement has an initial base period of one-year valued at over C\$300,000, plus four additional one-year option periods, for a total five-year agreement with an estimated value of over C\$1.54 million. The work is expected to commence in October 2017. Under this new long-term agreement, RIWI will deploy its patented technology to collect scientifically reliable population sentiment, and will measure the effectiveness of digital communications in regions around the world.

Given the other signed commitments, RIWI plans to invoice the DoS more than C\$370,000 for various projects over the next 12 months.

“Our overriding commitment is to uncompromising delivery excellence,” said Neil Seeman, RIWI’s Chief Executive Officer.

RIWI offers global data collection, predictive analytics and global message testing to organizations seeking to detect, monitor and assess changing geopolitical risk, citizen unrest and changing consumer sentiment.

“Understanding what people really think about fast-changing events in conflict zones or in neighboring, hostile areas in a respectful, privacy-compliant manner is possible today thanks to RIWI’s patented technology,” said Mr. Seeman. “RIWI avoids the pitfalls of social media analytics, SMS technology and survey techniques that do not offer data privacy or reliable target audience engagement,” he added.

“This long-term agreement with the DoS, following technical review of our past work, shows that RIWI can measure the effectiveness of digital messaging,” Mr. Seeman said. “RIWI offers these same measurement services to corporations evaluating the value of digital advertising. RIWI’s applied analytics tools and dashboards can reveal to corporations which advertisements work for different audiences everywhere, and why. These insights enable corporations to re-allocate their investments into digital campaigns that actually work,” Mr. Seeman added.

About RIWI

RIWI is a global survey technology, global messaging and global predictive analytics company using its proprietary, patented methods to capture a continuous stream of privacy-compliant opinion data in any region of the world. RIWI product offerings include Information-as-a-Service (IaaS) and custom data solutions. RIWI’s interactive dashboards and RIWI’s scientifically validated opinion data, otherwise unavailable in the global data marketplace, help global corporations, multilateral organizations, and government agencies predict, monitor and adapt to changing citizen needs and behavior patterns, and help clients adjust to new risks and sentiment shifts occurring in all countries. For more information, please visit: <https://riwi.com/>.

RIWI CORP.

Signed: *“Neil Seeman”*

Neil Seeman, Chief Executive Officer

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