

January 9, 2015

iHookup Social Announces Planned Reverse Stock Split, to Pursue Return to OTC Markets' OTCQB Exchange

CAMPBELL, CA -- (Marketwired) -- 01/09/15 -- iHookup Social, Inc. (OTC PINK: HKUP), a fully reporting public company that develops a mobile/social app enabling singles, groups and the socially active to connect quickly, offering local, real life 'hook-up' opportunities, is pleased to announce that it will petition for relisting on OTC Market's OTCQB exchange following a 100-for-1 reverse stock split.

"After evaluating all available options, management has determined that the most effective course of action for the Company is a 100-1 reverse stock split that we hope will allow for a swift return to OTCMarkets' OTCQB exchange," stated Robert Rositano, Jr. CEO, iHookup Social. "We believe that our departure from the OTCQB has had a demonstrably adverse effect on our company and that it is essential that we return to a senior exchange where we believe our fully reporting status and corporate achievements are more widely viewed and appreciated."

Pending the review of the Securities Exchange Commission, shareholders of record at the end of trading approximately 30 to 60 days from today will be affected by the 100-1 reverse stock split. When the market opens on or about this date every one-hundred (100) shares of issued and outstanding common stock will be converted into one (1) share of common stock. All fractional shares created by the reverse stock split will be rounded to the nearest whole share.

For a current Investor Presentation please visit: <http://www.ihookupsocial.com/overview/>

From time to time, iHookup Social will provide market updates, news and additional information via its website www.ihookupsocial.com, the Company's Facebook page and others www.facebook.com/ihookupnow

iHookup Social, Inc.

iHookup Social, Inc. is a mobile Social Dating App positioned at the intersection of dating, social media and location-based connections.

About iHookup Social:

iHookup Social is a mobile -- social app that provides singles, groups and the socially active a way to connect quickly and efficiently with local, real life 'hook-up' opportunities.

The iHookup difference: An app that is all about virtual meetings translating to real-life

interactions, facilitating the connection and then offering-up locally relevant hot spots and locations to engage with these new connections. An app meeting is the first step, with Venues completing a circle of service that allows iHookup Social to be both matchmaker and concierge. This combination provides a no brainer approach to "Hooking up," as well as a unique opportunity for consumer brands to offer incentives to a growing network of socially active singles and mobile users.

iHookup Social... where real people make real connections... and where real businesses pay to be their host. www.ihookupsocial.com

Cautionary Language Concerning Forward-Looking Statements

This press release contains forward-looking statements. The words or phrases "would be," "will allow," "intends to," "will likely result," "are expected to," "will continue," "is anticipated," "estimate," "project," or similar expressions are intended to identify "forward-looking statements." Actual results could differ materially from those projected by iHookup Social, Inc. The iTunes rankings should not be construed as an indication in any way whatsoever of the future value of the iHookup Social's common stock or its present or future financial condition. The public filings of iHookup Social made with the Securities and Exchange Commission may be accessed at the SEC's Edgar system at www.sec.gov. Statements made herein are as of the date of this press release and should not be relied upon as of any subsequent date. iHookup Social cautions readers not to place reliance on such statements. Unless otherwise required by applicable law, iHookup Social does not undertake, and iHookup Social specifically disclaims any obligation, to update any forward-looking statements to reflect occurrences, developments, unanticipated events or circumstances after the date of such statement.

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