



ASX: MOO

Level 1
33 Ord Street
West Perth 6005 WA

Tel: + 61 8 9200 2259
Fax: + 61 8 9481 9399

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McDonald's Group to use ShareRoot's User Generated Content Marketing Platform

Monto Minerals Ltd (ASX: MOO or Monto) is pleased to announce that user-generated content (UGC) marketing platform company ShareRoot Inc, of which Monto intends to acquire 100%, has entered into an agreement that will provide its UGC marketing platform to 38 US-based outlets of the world's largest fast food restaurant company, McDonald's.

The partnership opens significant opportunities for ShareRoot given there are more than 14,000 McDonald's outlets in the United States that could potentially utilize the tool.

The group of 38 McDonald's outlets are located in Texas and are represented by renowned advertising agency Moroch. ShareRoot has signed a binding agreement with Moroch that enables ShareRoot to provide its UGC marketing platform to the McDonald's Group.

As the world's largest fast food restaurant, McDonald's serves over 68 million people every day across 119 countries through more than 35,000 outlets. The Golden Arches, which serves as the McDonald's logo, has been named the most recognizable symbol in the world. The corporation hires more than one million workers in the United States each year alone.

McDonald's utilizing the ShareRoot platform instantly provides ShareRoot with the most recognizable multinational client on its UGC platform.

Mr Abelson stated "We believe this is a ringing endorsement for ShareRoot and to the massive role that UGC plays in the modern marketing landscape. Industry leaders, such as McDonald's, are blazing a trail in a new marketing strategy that involves a deepened relationship with the consumer by incorporating their content into brand strategy. Through this agreement we will work with one of the most powerful brands in in the world."

ShareRoot Transaction Background

Monto and ShareRoot have executed the Agreement and Plan of Merger which contractually formalizes the transaction between the two parties.

Monto will shortly release a Notice of Annual General Meeting for its shareholders to consider the acquisition of ShareRoot, approval for a capital raising and appointment of Directors which is all part of the change in Monto's activities from a mineral exploration company to a UGC marketing company.

ShareRoot's innovative Software as a Service (SaaS) platform allows businesses to easily source high quality social media-derived UGC to be used in marketing initiatives and to increase brand awareness.

ShareRoot is an early mover in this expanding industry, with more than 82 existing clients.

For and on behalf of the Board

Contact Information:

James Allchurch - +61 8 9200 2259

www.montominerals.com