



## COINME LAUNCHES UPTOKEN TO ACCELERATE EXPANSION OF GLOBAL CRYPTO ATM NETWORK

***First licensed Bitcoin ATM company launches new partnership with the cryptocurrency community to “put a crypto ATM on every corner”***

**SEATTLE - September 21, 2017** - [Coinme](#), a venture-backed crypto financial services and blockchain technology company, announced UpToken (Ticker: UP), a partnership with the cryptocurrency community plans to create the largest crypto ATM network in the world. As the first licensed Bitcoin ATM company in the U.S., Coinme’s proven track record and human-first approach have brought thousands of people into the growing crypto community. The UpToken sale was designed in partnership with J.R. Willett, inventor of the first token sale, and will begin on or about October 16th, 2017.

Buyers must register for the UpToken sale and can do so on [www.uptoken.org](http://www.uptoken.org), starting today.

As history has shown, traditional economies are vulnerable to inflation, political instability, and institutional manipulation. To address these issues, Bitcoin was created in October 2008—just weeks after the global financial collapse. Nine years later, the cryptocurrency market capitalization has passed \$100 billion in value. However, access remains the major barrier to continued growth in this industry. While there are now more than 3 million traditional ATMs in use, there are only 1,600 crypto ATMs deployed worldwide.

“We believe money should be accessible everywhere, and our mission is to help the world gain access to virtual currency through the necessary financial infrastructure,” said Neil Bergquist, Coinme cofounder and CEO. “With UpToken, we aspire to put a crypto ATM on every corner.”

UpToken is a new crypto asset that will accelerate the establishment of a global network of crypto ATMs for widespread access to virtual currency. Consumers who purchase UpToken will benefit from discounted ATM fees as well as special voting rights.

Key benefits for token holders include:

- **1% “cash back.”** Each time a customer uses a Coinme ATM, the customer will receive 1% “cash back” in UpToken (*based upon current market prices of UpToken*).
- **30% discount.** Customers will receive a 30% discount on ATM transaction fees if they opt to spend their UpToken to cover the transaction fee.
- **Voting rights – Choose the next cryptocurrency.** Over time, Coinme will add new cryptocurrencies to the ATM network. Elections will be held, and interested parties will use UpToken to vote.

The UpToken sale will begin on or about October 16th and conclude on or about October 27th, 2017, or until the supply of UpToken is exhausted.

Starting today, prospective buyers can register at [www.uptoken.org](http://www.uptoken.org).

### **About Coinme**

Coinme is a venture-backed crypto financial services and blockchain technology company that is dedicated to helping the world gain access to virtual currency. Four years ago, Coinme became the first

licensed Bitcoin ATM operator in the U.S. and now processes millions of dollars (USD) each month. The company's vertically integrated network of crypto ATMs, digital wallet, exchange, crypto IRA, and 401k investment services provide customers the opportunity to join this financial revolution. As a licensed financial services provider, Coinme is well positioned to lead the way.

For more information, visit [coinme.com](https://coinme.com).

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