



## VALUCAP INVESTS IN HYPER-LOCAL MOBILE MEDIA SERVICES

**Toronto, Ontario – January 12, 2011** Valucap Investments Inc. (TSX-V: V) ("**Valucap**") has invested \$150,000 in equity securities of Bee Media Inc. with an option to increase its participation to \$1.0 million.

Bee Media's goal is to launch a premier hyper-local mobile media platform, enabled by a next generation Wi-Fi network to be installed in leading retail locations. Bee Media is building a mobile media network across Canada which will allow national and local advertisers to target consumers with relevant information and valuable offers where they shop. Bee Media currently has and is developing partnerships with leading retailers, media buying companies, advertisers and carriers.

Regarding the investment from Valucap, Doug Woolridge, President and CEO of Bee Media, said, "We consider it a very exciting time for the location-based mobile media industry. Due to the ongoing fragmentation of traditional media, and the emergence of new technology-driven platforms such as ours, we believe our shareholders will have an opportunity to participate in the value created by the emergence of entirely new mobile direct marketing strategies. We are well positioned to take advantage of this new trend, with our mobile media network able to deliver targeted marketing messaging to consumers at the moment they are making a decision about which brand to purchase. Valucap is a strategic investor in our sector, and we believe there are opportunities to leverage their knowledge to further our success. We look forward to working with them."

"We are pleased to be participating in this exciting venture which is synergistic with other investments and is in a space which is poised for fast growth," said Jeffrey Watts, President and Chief Executive Officer of Valucap.

### **About Valucap**

Valucap is an investment issuer and is interested in making investments in emerging technologies and markets. Valucap intends to become a leading small cap Canadian equity company that specializes in investing in commercialized and undercapitalized companies that have high growth potential. Specifically, Valucap seeks to generate above average investment returns on its capital by providing "transaction driven" growth capital to micro and small cap companies which operate within preferred industry sector classifications. The common shares of Valucap are currently listed on the TSX Venture Exchange.

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**This press release includes certain "Forward-Looking Statements." All statements, other than statements of historical fact, included herein, including without limitation, statements regarding future plans and objectives of Valucap and the future plans, objectives and actions of the companies in which it invests, are forward-looking statements that involve various risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements.**

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