QUARTERLY REPORTS

For the Quarter Ended
June 30, 2014
And
the Quarter Ended
March 31, 2014

wakeupnow®

Wake Up Now, Inc.
5252 Edgewood Drive, Suite 300
Provo, Utah 84604
801-980-5700

CUSIP: 931013106
Trading Symbol: WORC

1) NAME OF THE ISSUER AND ITS PREDECESSORS (IF ANY)

Wake Up Now, Inc. (formerly known as Wordcraft Systems, Inc. through December 2010. All references to the "Company", "WUN" or "Wakeupnow" or its business refer to Wake Up Now, Inc. a Delaware corporation and its subsidiary through which operations are conducted, Wake Up Now, Inc. a Utah corporation.

2) ADDRESS OF THE ISSUER'S PRINCIPAL EXECUTIVE OFFICES

5252 Edgewood Drive, Suite 300
Provo, Utah 84604
801-980-5700
Email: info@wakeupnow.com
Website: www.wakeupnow.com

Internal Investor Relations Contact

Andy Benis
VP Communications
abenis@wakeupnow.com

3) SECURITY INFORMATION

Common Stock

Trading Symbol: WORC
Exact title and class of securities outstanding: Common Stock
CUSIP: 931013106
Par or Stated Value: $.0001
Total shares authorized: 180,000,000 as of: August 19, 2014
Total shares outstanding: 159,867,733 as of: August 19, 2014

Transfer Agent
Name: Fidelity Stock Transfer
Address: 8915 South 700 East, STE 102, Sandy, UT 84070
Phone: 801-562-1300

4) ISSUANCE DURING PERIODS

DATE OF ISSUANCE	NATURE OF OFFERING	NUMBER OF STOCK HOLDERS	SHARE AMOUNT OFFERED / SOLD	PRICE PER SHARE	PRICE PAID TO ISSUER	TRADING STATUS/ RESTRICTIONS
March 6, 2014 (1)	§4(a)(2)	2	250,000	≤ 1 cent per share	≤ 1 cent per share	144 and/or lock-up leak/out
March 6, 2014 (2)	§4(a)(2)	3	2,222,740	≤ .0001 par value	≤ .0001 par value	144 and/or lock-up leak/out
April 25, 2014 (3)	§4(a)(2)	10	507,000	≤ .0001 par value	≤ .0001 par value	144 and/or lock-up leak/out

(1) Issued as compensation to two consultants.

(2) Issued in connection with Preferred Dividend Conversion and Waiver Agreement wherein in exchange for waiver of all claims to accrued and future annual 8% preferred dividends, certain of our preferred holders agreed to receive common stock at the rate of 3 shares of common stock for each share of preferred stock held.

(3) Issued to employees and consultants; principally to employees and consultants on our computer and software development teams.

Prior stock issuances can be found in the Company's Annual Report dated April 9, 2014 under the heading "Issuance History" and are incorporated by reference into this Report.

We believe all of the foregoing transactions to be exempt under Section 4(2) of the Securities Act of 1933, as amended, because they did not involve a public offering. We believe that this sale of securities did not involve a public offering on the basis that each investor is either has close access to the Company and its management and/or was an accredited investor as defined in Rule 501 of Regulation D at the time of purchase and because we provided each of our investors with a private placement memorandum disclosing items set out in Rule 501 and 506 of Regulation D and/or the investors had close access to members of our management team and our corporate offices.

All stock certificates or other documents that evidence the shares contain a legend (1) stating that the shares have not been registered under the Securities Act and (2) setting forth or referring to the restrictions on transferability and sale of the shares under the Securities Act.

5) FINANCIAL STATEMENTS

Provide the financial statements described below for the most recent fiscal year end or quarter end to maintain qualification for the OTC Pink Current Information tier. For the initial disclosure statement (qualifying for Current Information for the first time) please provide reports for the two previous fiscal years and any interim periods.

A. Balance sheet;
B. Statement of income;
C. Statement of cash flows
D. Financial notes; and
E. Audit letter, if audited (unaudited)

Wake Up Now, Inc.

a Delaware Corporation
Consolidated Balance Sheets
UNAUDITED

	March 31, 2014	June 30, 2014
ASSETS		
Cash	$ 1,304,871	$ 648,870
Accounts Receivable	757,660	705,682
Inventory	110,494	225,128
Prepaids	288,202	452,978
Fixed Assets	885,623	905,030
Loans to Subsidiaries	647,788	789,177
TOTAL ASSETS	3,994,638	3,726,865
LIABILITIES & SHAREHOLDERS' EQUITY		
Accounts Payable	891,918	1,165,807
Accrued Expenses	5,035,021	4,895,379
Deferred Revenue	2,196,782	1,832,861
Long Term Debt	1,754,448	1,628,211
Total Liabilities	9,878,169	9,522,258
Common Stock, $0.0001 par value 154,287,733 and 159,867,733 shares issued and outstanding, respectively	15,429	15,987
Preferred Stock, Series A, $0.75 face value 3,480,722 shares issued and outstanding	2,610,542	2,610,542
Preferred Stock, Series B, $0.98 face value 233,500 shares issued and outstanding	228,830	228,830
Stock Subscriptions Issuable	151,464	151,464
Receivable For Stock Purchases	(10,764)	(10,764)
Accrued Preferred Dividends	374,356	429,958
Additional Paid-In Capital	2,659,740	4,054,182
Deferred Compensation	-	(1,395,000)
Retained Deficit	(11,913,128)	(11,880,592)
Total Shareholders' Equity	(5,883,531)	(5,795,393)
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	$ 3,994,638	$ 3,726,865

Wake Up Now, Inc.

a Delaware Corporation

Consolidated Statements of Operations

UNAUDITED

	January 1, 2014 to March 31, 2014	April 1, 2014 to June 30, 2014
Revenues	$ 9,772,028	$ 16,456,541
Cost of Sales	513,353	961,365
Gross Margin	9,258,675	15,495,176
Sales & Marketing	8,172,511	11,607,412
General & Administrative	2,597,853	3,855,228
Net Income/(Loss)	$ (1,511,689)	$ 32,536

Wake Up Now, Inc.

a Delaware Corporation
Consolidated Statements of Cash Flows
UNAUDITED

	January 1, 2014 to March 31, 2014	April 1, 2014 to June 30, 2014
Cash flows from Operating Activities		
Net Income	$ (1,511,689)	$ 32,536
Adjustments of noncash effects:		
Depreciation expense	56,483	66,580
Changes in operating assets & liabilities:		
Change in prepaid assets	(73,460)	(164,776)
Change in A/R	(456,479)	51,978
Change in A/P	(204,492)	273,889
Change in inventories	18,504	(114,634)
Change in deferred revenue	916,362	(363,921)
Change in accrued expenses	2,302,901	(84,040)
Net cash flows from operating activities	1,048,129	(302,388)
Cash Flows from Investing Activities		
Purchase of equipment	(168,375)	(85,987)
Loans to subsidiaries	(378,120)	(141,389)
Net cash flows from investing activities	(546,495)	(227,376)
Cash Flow from Financing Activities		
Long term borrowings	128,880	(126,237)
Sales of equity securities	269,453	-
Net cash flows from financing activities	398,333	(126,237)
Net Change in Cash	$ 899,967	$ (656,001)
Cash, Beginning of Period	$ 404,904	$ 1,304,871
Cash, End of Period	$ 1,304,871	$ 648,870

NOTE 1 – ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Nature of Operations – Wake Up Now, Inc. and its subsidiaries (collectively, the "Company" or "Wake Up Now") is a subscription based direct sales financial wellness company aimed at helping individuals save, manage, and earn money. Its product is composed of two primary elements: (1) a suite of personal financial tools designed to help individuals manage their finances, and (2) an extensive affiliate network through which members receive discounts on purchases. Both the Company's distributors and its affiliate network are predominantly based in the United States of America.

Organization – On December 8, 2010, Wake Up Now, Inc. (a Delaware corporation) entered into a Share Exchange Agreement with Wake Up Now, Inc. (a Utah corporation), Current See, Inc. (a Nevada corporation), and their respective shareholders. Pursuant to the Share Exchange Agreement, Wake Up Now, Inc. (a Delaware corporation) exchanged 100% of its common stock for all of the outstanding common stock of Wake Up Now, Inc. (a Utah corporation) and all of the common stock of Current See, Inc. (a Nevada corporation). The transaction was accounted for as a reverse acquisition, or recapitalization of Wake Up Now, Inc. (a Utah Corporation). Accordingly, the historical financial operations reported in the accompanying consolidated financial statements are the historical operations of Wake Up Now, Inc. (a Utah corporation) and not of Wake Up Now, Inc. (a Delaware corporation).

Basis of Presentation and Consolidation – The accompanying consolidated financial statements have been prepared in accordance with generally accepted accounting principles in the United States ("GAAP"). The accompanying consolidated financial statements present the combined financial position, results of operations, and cash flows of Wake Up Now, Inc. (a Delaware corporation) and Wake Up Now, Inc. (a Utah corporation). All significant intercompany accounts and transactions have been eliminated in consolidation.

Use of Estimates – The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, disclosure of contingent assets and liabilities, and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Going Concern – The accompanying consolidated financial statements have been prepared assuming that the Company will continue as a going concern. Though the Company's current financial condition may cast doubt on its ability to continue as a going concern, management believes that its plan of operation, if successfully implemented, will generate sufficient earnings to both restore a stable financial condition and provide adequate returns to its shareholders. Management's plan of operation is based on three primary objectives: (1) further development of its products with specific emphasis on its affiliate network, (2) continued domestic growth of its distributor base, and (3) expansion into international markets.

Management believes that its efforts to develop a robust product offering with a compelling value proposition will continue to attract distributors both in the United States and abroad. By simultaneously growing the Company's distributor base while adequately containing its fixed costs, management expects to have positive growth in earnings that will in turn create value for current and prospective shareholders. Such circumstances may allow the Company to achieve positive cash flows from operations and obtain additional financing through sales of stock. However, if the Company is unsuccessful in these efforts and does not attain sufficient sales to permit profitable operations or if it cannot obtain sufficient additional financing, it may be required to substantially curtail or terminate its operations. The financial statements do not include any adjustments relating to the recoverability and classification of recorded asset amounts or the amount and classification of liabilities that might be necessary should the Company be unable to continue as a going concern.

Concentrations of Credit Risk – Financial instruments that potentially subject the Company to a concentration of credit risk consist principally of cash and accounts receivable. The Company deposits cash with high credit quality financial institutions, which at times, may exceed federally insured amounts. The Company has not experienced any losses on its deposits.

Cash Equivalents – The Company considers all highly liquid investments having an original maturity of three months or less to be cash equivalents.

Merchant Accounts Receivable – The majority of the Company's revenue is received from customers via credit cards through merchant service providers. The Company maintains multiple relationships with merchant service providers, each with its own set of terms and fees. Depending upon the arrangement with the service provider, a provider may elect to withhold an amount of the Company's deposits as a reserve towards potential future cash disbursements. Subsequent to each year end, the amount of merchant reserve receivable has been collected.

Property and Equipment – Property and equipment are stated at cost less accumulated depreciation. Expenditures that materially increase values or capacities or extend useful lives of property and equipment are capitalized. Repairs and maintenance costs that do not extend the useful life or improve the related assets are expensed as incurred. Depreciation is computed using the straight-line method over the estimated useful lives of the assets or over the related lease terms (if shorter). The estimated useful life of each asset category is as follows:

Computer and office equipment	2-3 years
Computer software	2-3 years
Tradeshow booths	2-5 years
Furniture and fixtures	2-6 years
Leasehold improvements	2-6 years
Internal use software	3 years

Certain costs incurred to develop software applications used in delivering services to customers are capitalized and are included in software. Capitalizable costs consist of (a) certain external direct costs of materials and services incurred in developing or obtaining internal-use computer software and (b) payroll and payroll-related costs for employees who are directly associated with, and who devote time to, the project. These costs generally consist of internal labor during configuration, coding and testing activities. Research and development costs incurred during the preliminary project stage, or costs incurred for data conversion activities, training, maintenance and general and administrative or overhead costs, are expensed as incurred. Costs that cannot be separated between the maintenance of, and relatively minor upgrades and enhancements to, internal-use software are also expensed as incurred. Capitalization begins when (a) the preliminary project stage is complete, (b) management with the relevant authority authorizes and commits to the funding of the software project, (c) it is probable the project will be completed, (d) the software will be used to perform the functions intended, and (e) certain functional and quality standards have been met.

When there are indicators of potential impairment, the Company evaluates recoverability of the carrying values of property and equipment by comparing the carrying amount of an asset to the estimated undiscounted future cash flows expected to be generated by the asset. If the carrying amount of the asset exceeds its estimated undiscounted future net cash flows, an impairment charge is recognized based on the amount by which the carrying value of the asset exceeds the fair value of the asset.

Leases – The Company leases its facility under operating leases. For leases that contain rent escalation or rent concession provisions, the Company records the total rent payable during the lease term on a straight-line basis over the term of the lease. The Company records the difference between the rent paid and the straight-line rent as a deferred rent liability in the accompanying balance sheets.

Revenue recognition – The Company recognizes revenue only when its services have been delivered and when cash has been received for those services. Because the Company's product is both electronically delivered and intangible, delivery is deemed to occur evenly over the applicable billing period, usually one calendar month. This policy effectively recognizes all cash received during a given month to be earned by the end of that month. Customers who use the Company's services in any given calendar month have the option to pay for those services at any time within that calendar month. Customers who do not pay within the calendar month are extended an additional calendar month of grace period before their subscription is deemed canceled. Because both the monthly subscription and the delivery of the product can be canceled at any time, the Company does not accrue membership fees as a receivable, nor does it recognize a corresponding bad debt expense for uncollectible accounts. Any cancelation request made after a payment has been received will result in a pro-rata return of the subscription fee with a corresponding reduction in recognized revenue for that month. While non-payment of a monthly subscription fee will not result in the suspension of product delivery until the expiration of the grace period, it will result in the immediate forfeiture of any selling commission earned during that billing period (see "Selling Expenses" below.)

The majority of the Company's revenue is received through merchant service facilities (see Merchant Accounts Receivable"). The Company maintains multiple relationships with merchant service providers, each with its own set of terms and fees. Depending upon the arrangement with the service provider, a provider may elect to withhold an amount of the Company's deposits as a reserve towards potential future cash disbursements. These reserves are recorded as receivables from merchant service providers.

Selling expenses – Selling expenses are the Company's most significant expense and are classified as operating expenses. Selling expenses include distributor commissions under the Company's compensation plan. The plan allows distributors to earn fixed commissions as they reach predetermined monthly sales volume targets. In addition to the fixed amounts outlined in the compensation plan, the Company may also institute other temporary bonus payments in an effort to incentivize distributors to reach other sales goals. The Company recognizes both types of selling expenses in the month that they are earned by the Company's distributors. A commission is earned on a sale when (1) the distributor has reached the required sales volume target, and (2) the cash from the sale has been received by the Company. Once earned, a liability is established for the amount of earned but unpaid commissions. As commissions are paid, the accrued commission liability is reduced by the amount of the disbursement.

Basic and Diluted Loss per Common Share – Basic loss per common share amounts are computed by dividing net loss by the weighted-average number of shares of common stock outstanding during each period. Diluted loss per share amounts are computed assuming the issuance of common stock for potentially dilutive common stock equivalents.

Fair Value of Financial Instruments - The accounting guidance for fair value measurements defines fair value, establishes a market-based framework or hierarchy for measuring fair value and expands disclosures about fair value measurements. The guidance is applicable whenever assets and liabilities are measured and included in the financial statements at fair value. The fair value of a financial instrument is the amount that could be received upon the sale of an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. The guidance also requires disclosure about how fair value is determined for assets and liabilities and establishes a hierarchy for which these assets and liabilities must be grouped, based on significant levels of inputs.

The carrying amounts reported in the accompanying consolidated balance sheets for cash and cash equivalents, accounts and other receivables, and trade accounts payable approximate fair value because of the immediate or short-term maturities of these financial instruments and are considered to be classified within Level 2 of the fair value hierarchy, except for cash and cash equivalents which is Level 1. The carrying amount of the notes payable approximates fair value as the individual borrowings bear interest at rates that approximate market interest rates for similar debt instruments are considered to be classified within Level 2 of the fair value hierarchy.

Income Taxes – Provisions for income taxes are based on taxes currently payable or refundable, and for deferred taxes. Deferred taxes are provided on differences between the tax bases of assets and liabilities and their reported amounts in the financial statements and tax operating loss carryforwards. Deferred tax assets and liabilities are included in the financial statements at currently enacted income tax rates applicable to the period in which the deferred tax assets and liabilities are expected to be realized or settled. As changes in tax laws or rates are enacted, deferred tax assets and liabilities are adjusted through the provision for income taxes. Assets and liabilities are established for uncertain tax positions taken or positions expected to be taken in income tax returns when such positions are judged to not meet the "more-likely-than-not" threshold based on the technical merits of the positions. Estimated interest and penalties related to uncertain tax positions are included as a component of general and administrative expense.

Stock-Based Compensation - The Company recognizes compensation expense for stock-based awards to employees expected to vest on a straight-line basis over the requisite service period of the award based on their grant date fair value. The Company estimates the fair value of stock options using a Black-Scholes option pricing model which requires management to make estimates for certain assumptions regarding risk-free interest rate, expected life of options, expected volatility of stock and expected dividend yield of stock.

Recent Accounting Pronouncements – Effective January 1, 2012, the Company adopted accounting guidance which requires an entity to present the total of comprehensive income (loss), the components of net income (loss), and the components of other comprehensive income (loss) either in a single continuous statement of comprehensive income, or in two separate but consecutive statements. The guidance eliminates the option to present components of other comprehensive income as part of the statement of equity. In accordance with the guidance, the Company has elected to present a single continuous statement of comprehensive loss.

NOTE 2 – CAPITAL TRANSACTIONS

Common Stock

The Company has 180,000,000 shares of $0.0001 par value common stock authorized. Each share of common stock has the right to one vote on all matters submitted to a vote of stockholders. The holders of common stock are also entitled to receive dividends whenever funds are legally available and if declared by the Board of Directors, subject to prior rights of holders of all classes of stock outstanding having priority rights as to dividends. No dividends have been declared or paid on the Company’s common stock through December 31, 2013.

Preferred Stock

The Company has authorized the issuance of up to 20,000,000 shares of preferred stock, par value $0.0001, which may be issued in various individual series. The board of directors has the authority, without stockholders’ action, to designate voting rights, designations, preferences, and liquidation rights of the preferred stock. The significant rights, privileges, and preferences of the Series A Convertible are as follows:

Dividends

The Series A Convertible stockholders have dividend preferences over common stockholders in the amount of 8% per year of the redemption value on a cumulative non-compounded basis and are to be paid upon redemption.

Liquidation

The Series A Convertible stockholders also have liquidation preferences over common stockholders in the amount of $0.75 per share along with any unpaid dividends. If upon a liquidation event, the assets of the Company are insufficient to make payment in full to all holders of Series A Convertible, payment will be made to all holders of Series A Convertible ratably in proportion to the full amounts to which they would otherwise be respectively entitled.

After the liquidation preference payments, the Series A Convertible shareholders shall not be entitled to any further distribution.

Conversion

At the option of the holder, each Series A Convertible is convertible into 3 shares of common stock, subject to adjustments based on certain antidilution provisions, including stock splits, stock dividends, subdivision, combinations, recapitalization or similar events, as provided by the Company's Amended Articles of Incorporation. The Series A Convertible are classified as temporary equity on the accompanying balance sheets since they are convertible at the option of the holder.

Redemption

The Series A Convertible may be redeemed at any time by the Company at a rate of $0.75 per share.

Voting

The Series A Convertible stockholders have no voting rights.

Stockholder Rights

Holders of Series A Convertible have protective provisions that require the Series A Convertible stockholders' majority consent for specific actions including the following: changes in the corporation's certificate of incorporation or bylaws that would affect, alter, or change the preference or rights of the preferred stock and creation of a new class or series of stock.

6) DESCRIBE THE ISSUER'S BUSINESS, PRODUCTS AND SERVICES THIRD PARTY PROVIDERS

WakeUpNow is a social distribution network powered by an e-commerce platform that offers high quality digital, physical, and consumable products priced aggressively to compete with the general market. The platform gives independent distributors the ability to earn commissions for sharing those products with others.

Additional product descriptions can be found in the Company's Annual Report dated April 9, 2014 under the heading "Products and Services" and are incorporated by reference into this Report.

Risk Factors

Additional risk factors can be found in the Company's Annual Report dated April 9, 2014 under the heading "Risk Factors" and are incorporated by reference into this Report.

State governments could attempt to tax our distributors as employees which would be devastating or fatal to our business.

We have tens of thousands of active, independent contractor distributors who sell our products. In addition to the fact that our distributors maintain independent offices, make their own schedules, use their own equipment, and have other typical characteristics of independent contractors, the U.S. Internal Revenue Code, § 3508 also provides a safe-harbor exemption to "direct sellers" allowing that direct selling distributors shall not be treated as employees, and direct selling companies for whom distributors sell, shall not be treated as employers to those distributors. However, individual states may not have such independent contractor exemptions and may attempt to classify direct selling distributors in their respective states as employees and direct selling companies as employers in their states. For instance, a staff member from the Utah State Tax Commission, has threatened to attempt to classify our distributors as employees and classify us as an employer of our distributors on the theory that our distributors are eligible for bonuses based on exceeding certain sales revenue goals. As a result of this staff member's theory, despite few if any other indicia of employment, our distributors in Utah would be deemed to be employees, and potentially, we could be deemed employers of all of our distributors, the majority of which reside and operate outside of the State of Utah. The financial impact of such an employee/employer designation in the State of Utah, and/or any other state, would be detrimental to our business, and could be fatal.

A substantial majority of our sales are via credit card and if we are unable to maintain relationships with credit card processors, acquiring banks and/or credit card issuers such as Visa, could cause a fatal impact on our business.

The majority of our business operates online resulting in substantially all of our products being purchased by credit card. Despite our liberal refund policy for our products, many customers choose to charge-back their credit card purchases rather than request a refund. Chargebacks are costly to our business. In addition to internal costs in dealing with charge-backs, there are also fees. Moreover, major credit cards, such as Visa, monitor the chargeback activity of all merchants accepting their cards on a monthly basis and alerts the respective processing or acquiring bank when any one of their merchants reaches excessive chargeback levels. Typically, chargeback rates of 1% or greater are considered excessive. Our chargeback rates have historically been under 1%. However, during spikes in customer service calls, in particular during the time that we suffered software issues, our chargeback rates have exceeded 1%. In addition, we have been impacted by credit card fraud where fraudsters purchase hard goods with a stolen credit card number, we ship the purchased goods, and then suffer a charge-back from the purported card-holder. The impact of chargebacks include our credit card processors increasing their rates to us on the basis of increased risk. High chargebacks could result in loss of our accounts with our processors and/or acquiring banks. Our inability to maintain relationships with credit card processors, acquiring banks and/or credit card issuers such as Visa would have a fatal impact on our business.

7) DESCRIBE THE ISSUER'S FACILITIES

We lease 22,688 square feet of Net Rentable Area in Class A office space located at 5252 N. Edgewood Drive in Provo, Utah. We outsource most of our product fulfillment and distribution through Elite Ops in Lindon, Utah. We do not have any ownership interest in Elite Ops and we do not own any real estate.

8) OFFICERS, DIRECTORS, AND CONTROL PERSONS

The directors and executive officers of Wakeupnow, Inc., as of June 30, 2014, include the following persons. Brief biographies of our directors and officers may be found in the Company's Annual Report dated April 9, 2014 under the heading "Executive Biographies".

Name	Age	Position
Kirby D. Cochran	60	Chairman; Chief Executive Officer
Phil Polich	65	Chief Operating Officer
Matthew Schneck	44	Director; Chief Product & Development Officer
Nathan Lord	32	Director; CFO, Secretary & Treasurer
Stephen W. Fulling	50	Chief Technology Officer
Jason Elrod	34	Director; President

9) THIRD PARTY PROVIDERS

Please provide the name, address, telephone number, and email address of each of the following outside providers that advise your company on matters relating to operations, business development and disclosure:

Legal Counsel

MLM Compliance:

THOMPSON BURTON PLLC
Kevin Thompson
840 Crescent Centre Drive, Suite 260
Franklin, Tennessee 37067
Phone: (615) 465-6000
Email: kevin@thompsonburton.com

Disclosure Review:

MAYBE & COOMBS
J. Michael Coombs, Esq.
3098 S. Highland Drive, Suite 323
Salt Lake City, UT, 84106
Phone: (801) 467-2779
Email: jmcoombs@sisna.com

Litigation:

KIRTON & MCCONKIE
Peter Schofield, Esq.
1800 World Trade Center
Salt Lake City, UT, 84111
Phone: (801) 426-2100
Email: pschofield@kmclaw.com

Accountant or Auditor

MANTYLA MCREYNOLDS, LLC
Brian Cheney
178 S Rio Grande Street
Salt Lake City, UT, 84101
Phone: (801) 269-1818
Email: steve@mmacpa.com

Internal Investor Relations Contact

Andy Benis
VP Communications
abenis@wakeupnow.com

10) ISSUER CERTIFICATION

CEO Certification:

I, Kirby D. Cochran certify that:

1. I have reviewed this Quarterly Report of Wake Up Now, Inc.

2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and

3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

August 19, 2014

/s/ Kirby D. Cochran
Kirby D. Cochran, CEO

CFO Certification:

I, Nathan J. Lord certify that:

1. I have reviewed this Quarterly Report of Wake Up Now, Inc.

2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and

3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

August 19, 2014

/s/ Nathan J. Lord
Nathan J. Lord, CFO