



News Release

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NEWS RELEASE

DIGITAL SHELF SPACE ANNOUNCES CLOSING OF \$500,000 FIRST TRANCHE OF FINANCING

VANCOUVER, BC – (October 12, 2012 – Marketwire) – Digital Shelf Space Corp. (the “Company” or “DSS”) (TSX.V: DSS; OTCQX: DTSRF) is pleased to announce that further to its new release dated September 20, 2012, the Company has closed the first tranche of its non-brokered private placement (the “Offering”) and issued 10,010,000 units at a price of \$0.05 per unit for gross proceeds of approximately \$500,500. Each unit consists of one common share and one common share purchase warrant. Each whole purchase warrant entitles the holder to purchase one common share of the Company at the price of \$0.10 per common share on or before the date occurring 18 months following the closing of the Offering (the “Offering Warrants”).

The Company paid finder’s fees totaling \$34,230 and issued 404,600 non-transferrable share purchase warrants as finder’s fees. The non-transferrable share purchase warrants issued as finder’s fees have the same exercise price and term as the Offering Warrants.

In accordance with applicable securities legislation, securities issued pursuant to the Offering are subject to a hold period of four months plus one day from the date of completion of the Offering.

The Offering and payment of finders’ fees are subject to final regulatory approval.

Monies raised from this financing will be used toward marketing and advertising, working capital and general corporate purposes and transaction and related expenses.

About Digital Shelf Space Corp.

Digital Shelf Space is an independent creator, producer and distributor of home entertainment content targeted at the fitness and sports instruction market. Digital Shelf Space’s overall content partnership strategy is to align itself with world-class, global brand partners. For more information visit www.digitalshelfspace.com and to view our current projects with Georges St-Pierre and the TOURAcademy®, visit www.gsprushfit.com and www.touracademydvds.com.

ON BEHALF OF THE BOARD

“Jeffrey Sharpe”
President & CEO

FOR FURTHER INFORMATION PLEASE CONTACT:

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Forward Looking Statements

This news release contains “forward-looking information” within the meaning of the Canadian securities laws. Forward-looking information is generally identifiable by use of the words “believes,” “may,” “plans,” “will,” “anticipates,” “intends,” “budgets,” “could,” “estimates,” “expects,” “forecasts,” “projects” and similar expressions, and the negative of such expressions. Forward-looking information in this news release include statements about the ongoing intention to complete a private placement offering and the use of proceeds received from the closing of the first tranche of the private placement offering.

In connection with the forward-looking information contained in this news release, Digital Shelf Space has made numerous assumptions, regarding, among other things, expected investor interest of the ongoing private placement offering. While Digital Shelf Space considers these assumptions to be reasonable, these assumptions are inherently subject to significant uncertainties and contingencies.

Additionally, there are known and unknown risk factors which could cause Digital Shelf Space’s actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information contained herein. Known risk factors include, among others: Digital Shelf Space may not be able to complete the closing of any further tranches of the private placement offering on the terms currently contemplated, or at all; Digital Shelf Space may not use funds received from the closing of the first tranche of the private placement as currently contemplated; reliance on the health and marketability of celebrity fitness talent in productions owned by Digital Shelf Space; actual results from the use of celebrity fitness products may differ substantially from anticipated results; the substantial investment of capital required to produce and market video and entertainment productions, limitations imposed by our financing abilities, unpredictability of the commercial success of our programming, difficulties in integrating technological changes and other trends affecting the entertainment industry.

A more complete discussion of the risks and uncertainties facing Digital Shelf Space is disclosed in Digital Shelf Space’s Filing Statement dated November 16, 2010 and continuous disclosure filings with Canadian securities regulatory authorities at www.sedar.com. All forward-looking information herein is qualified in its entirety by this cautionary statement, and Digital Shelf Space disclaims any obligation to revise or update any such forward-looking information or to publicly announce the result of any revisions to any of the forward-looking information contained herein to reflect future results, events or developments, except as required by law.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of the release.