

Alert – New Issue, Offering Common Shares

SFI GROUP INC.

SFI GROUP INC. is pleased to announce that we are able to provide eligible* (Eligibility below) investors with the opportunity of participating in the following Private Placement offering:

Name of Issuer	SFI GROUP INC.
Industry	Hospitality
Security type	Common Stock
Expected size of offering	5,000,000 Shares
Price	\$20.00
Offering type	Private Placement of Restricted Shares
Distribution by	The Issuer
Date of first availability	3/1/2017
Offering Period	03/01/2017 to 03/01/2018 by (4pm PST)

To access and download the PPM with respect to this offering, please visit

<http://www.sfigroupinc.com/investor-relations.html>

There are risks associated with investing in a private placement stock offering, and as such, they may not be appropriate for every investor. As with all of your investments you must make your own determination of whether an investment in this offering is consistent with your investment objectives and risk tolerance. The shares being offered here are restricted and must be held for a minimum of one year before they can be resold.

Entering or confirming your indication of interest does not guarantee you an allocation of shares in the offering. SFI GROUP INC. may receive more requests for shares than are being offered, and not all interested investors attempting to participate will receive an allocation.

*Eligibility: SFI GROUP INC. is relying on rule 506(c) of Regulation D which is considered an exemption to the SEC requirements to register this offering. SFI GROUP INC. has filed form D with the SEC and a copy of the company's filings are available from the EDGAR database.

<https://www.sec.gov/cgi-bin/browse-edgar?company=SFI+GROUP+INC&owner=exclude&action=getcompany>

Purchasers of securities offered pursuant to Rule 506 receive "restricted" securities, meaning that the securities cannot be sold for at least one year without registering them. (see the Private Placement Memorandum for more information)