



Hatch Interactive Technologies Corp.

February 2, 2016

Hatch's Subsidiary Hatchitech to Change Name to Fandom Media Group Inc.

Vancouver, Canada (February 2, 2016) - Hatch Interactive Technologies Corp. ("Hatch" or the "Company") (CSE:HAT) is pleased to announce plans to change its wholly owned subsidiary company's name, Hatchitech Technologies Corp. to Fandom Media Group Inc. This name change will better reflect the Company's focus on the digital sports media world.

Fandom Media Group's foremost product offering, Sport Court (the App) will also change its name to Fandom Sports.

The App is currently in closed beta testing and is expected to be in full beta in the next 30-60 days. The tentative date for release into the iTunes and Google Play stores is May 1, 2016. The official marketing launch of the App will be in the weeks leading up to this year's Summer Olympic Games.

The Company is in talks with several potential partners, groups, and individuals to assist in the marketing and building of the Fandom Media Group's product offerings.

CEO Blair Naughty states " We have been through a few pivots and shifts with the Fandom Sports App over the past few months to ensure we get the product offering to a place we consider world class. While this has delayed the launch, we believe that it is in the best interest of the Company and its shareholders to release an app that is unique and cutting edge. We feel we have now achieved that and we are very proud of where we are at with the build/beta test."

About Hatch Interactive Technologies Corp.

Hatch Interactive Technologies is an aggregator, curator and producer of unique fan-focused content offered on a category-specific, social network and



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delivered through a companion mobile app. We tap into the passion of fans by providing an engaging social platform for the world's most enthusiastic sports fans to share, compare, bitch, moan, whine, gloat and trash talk about the sports, teams, players, fans and owners they love, hate and love to hate. Our unique approach will blend curated content with user-generated content while providing access to athletes and celebrities both on-line and at local sponsored events.

To find out more about Hatch, please contact investor relations at 604-346-7613. You may also visit the Company's website at www.hatchitech.com.

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On Behalf of the Company

"Blair Naughty"

Blair Naughty, CEO

DISCLAIMER:

The CSE has not reviewed and does not accept responsibility for the adequacy and accuracy of this information.

This news release may contain forward-looking statements. These forward-looking statements do not guarantee future events or performance and should not be relied upon. Actual outcomes may differ materially due to any number of factors and uncertainties, many of which are beyond the Company's control. Some of these risks and uncertainties may be described in Infinity's corporate filings (posted at www.sedar.com).

The Company has no intention or obligation to update or revise any forward looking statements due to new information or events.