



Fandom Sports Media to Create Exclusive content With World Renowned Media Icon DJ Skee and Jackie James of Girly Locker Room

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Santa Monica, California – September 12, 2016, Fandom Sports Media Corp. (CSE: FDM) (OTC: FDMSF) (FRANKFURT: TQ42) (“Fandom Sports” or the “Company”) is pleased to announce as part of the newly formed creative strategy, the Company has engaged Scott Keeney of SKEE TV, and Jackie James of Girly Locker Room, to create exclusive premium content for the Company.

Scott Keeney, also known to the entertainment and sport worlds, as DJ Skee, will host a series of short form digital content pieces around sports, athletes and fans. Jackie James of Girly Locker Room, will host a series of sports related content segments that concentrate more on the lifestyle aspect of sports.

FanDom Sports’ content is created in short form, which is easily digestible to the sports fan both inside the app and on line.

Known as the man behind the entire marketing campaigns and promotions for the popular T-Mobile Sidekick in the mid-2000s, DJ Skee has orchestrated campaigns for the launch of the Chrysler 300 & Dodge Magnum in 2004, Google’s Android Platform, nearly every major record label in the world, and more. DJ Skee also has been active in the sports space writing for ESPN and working with athletes and sports leagues including Adrian Peterson, Kevin Durant, and Clayton Kershaw, Jamaal Charles, Floyd Mayweather, the NFL, MLB, NHL and more. In 2011, the Los Angeles Lakers used DJ Skee's Purp & Yellow (SKEETOX Remix) as the theme song for the season and may have been one of the most public examples of his works blurring the lines between sports and music. Its accompanying music video debuted at #1 on MTV.com.

Jackie James is the Creator and Host of Girly Locker Room, a sports and entertainment show focused on promoting the pop culture side of the games while defeating stereotypes and connecting an unlikely audience to traditional sports fans and athletes. Girly Locker Room translates the world of sports to the masses in fun and relatable ways. As an active influencer and catalyst of change, Jackie’s fresh perspective amplifies the way sports are received while strengthening and empowering the athletic community.

The FanDom Sports app thrives on both fan generated content and curated content, and for this round of premiere content, FanDom Sports has brought in two seasoned media veterans to lead this series of exclusive digital content.

“Fandom Sports Media is a curator of premiere sports content directed at the super sports fan,” said FanDom Sports Chairman and CEO Blair Naughty. “Today, Fandom is excited to announce a major video shoot in Los Angeles to create custom content for the sports fan on the FanDom Sports app platform.”

About Fandom Sports Media Corp.

Fandom Sports Media Corp. is an aggregator, curator and producer of unique fan-focused content offered on a category-specific, social network and delivered through the Fandom Sports Media 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, 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 about Fandom Sports Media, please contact investor relations at (604) 346-7613.

You may also visit the Company's website at www.fandomsportsmedia.com

On Behalf of the Company

“Blair Naughty”

Blair Naughty, CEO

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

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