



Don Frye has Joined FanDom Sports Media with a Twice Weekly Show on The UFC

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Santa Monica, California – September 20, 2016, FanDom Sports Media Corp. (CSE: FDM) (OTC: FDMSF) (FRANKFURT: TQ42) (“FanDom Sports” or the “Company”) is pleased to announce that Don Frye has joined FanDom Sports and will have a twice weekly show on the UFC where he will talk everything UFC and argue and debate with fans and users of the app.

Don Frye “The Predator” is an American former mixed martial artist, amateur and professional wrestler, UFC Hall of Famer and actor. Don is one of MMA’s early stars and most recognized fighters. He is considered one of the original “cross-trained” MMA competitors because of his multiple disciplines; boxing, wrestling, and Judo. A tournament win at the UFC 8 unfolded a new career, world-wide fame earned from professional wrestling in Japan, and a dip in the waters of acting has awarded Don Frye the life that he dreamed would happen. With his cowboy hat and giant manly moustache and large belt buckles, this Arizona and Los Angeles based UFC legend is highly recognizable.

A proud American and son of a United States Air Force Colonel, Frye has graciously visited troops on three USO tours. Moved by the men he visited at Walter Reed Army Hospital in Washington D.C. Frye was also honored to visit the military bases and troops in Afghanistan and Qatar on a USO tour. Frye is also a two time guest for the Make-a-Wish Foundation California Chapter, where he and other celebrities fished, hunted, and dined with terminally ill children and their families. This event is a favorite of Frye’s which he plans to continue each year.

Don Frye stated, “It’s a pure sport. Everything is pure. There’s no BS, no politics, no favoritism. You just get in there and fight. Once you’re in the ring, it’s about who’s got the most guts and the most talent. I am very excited to be joining FanDom as it the perfect ring to communicate in an unfiltered level.”

CEO Blair Naughty commented, “Don Frye is the outspoken former champion of UFC and he tells it like it is. Unafraid of the backlash for voicing his opinion is the very trait that makes Don a perfect fit for the FanDom Sports App. That is the beauty of the FanDom Sports app as sports networks and advertisers are hostage to the leagues and are cautiously censored by them. Fans get what they are spoon fed, but with Don Frye and FanDom Sports, this will all change as there is finally an arena for the unfiltered truth.”

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 more about FanDom Sports, 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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