



## Fandom Sports Media Appoints Marketing Specialist Michael Zivot to its Advisory Board

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Santa Monica, California – May 04, 2017, Fandom Sports Media Corp. (CSE: FDM) (OTC: FDMSF) (FRANKFURT: TQ42) (“FanDom Sports” or the “Company”) is pleased to announce that the Company is adding to its Advisory Board and re-establishing it with a specific focus on new members involved in the sports world, social media and E-commerce space.

The Company is pleased to announce our newest member Michael Zivot, President of HiNGE Sales and Marketing Solutions.

Michael spent 15 years in retail and packaged goods with Loblaws Companies Ltd., Pillsbury and HJ Heinz Company. In 2000, Michael focused on direct marketing when he co-founded ISCI, an online US shopping portal supported with offline published catalog.

From September 2002 through August 2007, Michael was the VP of Retail Development at Pareto Corp, where he led development of its retail client base ultimately bringing clients to Pareto such as Shoppers Drug Mart, The Home Depot and Quiznos Canada and played a major role in Pareto's entree into both POP and DM business.

Since September 2007, Michael has been the President of HiNGE Sales and Marketing Solutions. Michael created HiNGE as an enabler for effective sales and marketing solutions for clients, with a focus on partnership and loyalty. HiNGE has worked on many solutions for clients large and small including some of the leading brands in Canada such as TD Canada Trust and Tim Hortons. Relevant projects to FanDom include the development of a partnership loyalty program for a major Canadian bank credit card product as well as a unique loyalty program for a US Prepaid Card start-up which was working with a major sports league players union.

Michael Zivot stated, “I have a strong spirit of innovation and a collaborative and resourceful nature. More importantly, with my experience I feel I have solid knowledge around partnership, loyalty and consumer activation tactics which create value for all stakeholders so that everyone wins.”

Blair Naughty, CEO of FanDom Sports comments, "It's an absolute pleasure to have someone like Michael join our Advisory Board. His sales and marketing solution skills are second to none and we will look to him as we build out an E-commerce ecosystem within the FanDom platform."

About Fandom Sports Media Corp.

FanDom Sports is a comprehensive mobile sports experience, giving the sports fan a front row seat to the hottest debates in sports. All Day, Every Day.

The one thing that sports fans love more than watching their favorite sport is arguing about the game and the athletes!

With the FanDom Sports App - you fight with your thumbs, not your fists!

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](http://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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