



FanDom Sports App Adding Backend Analytics - Approaching Launch

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Santa Monica, California – May 08, 2017, FanDom Sports Media Corp. (CSE: FDM) (OTC: FDMSF) (FRANKFURT: TQ42) (“FanDom Sports” or the “Company”) is pleased to announce that the Company has increased the size of its development team by adding additional application software engineers in order to finalize the quality assurance and the addition of analytics to the back end.

The FanDom Sports App will have an analytics capability that will allow it to track user sports psychology by the topical debates as well as user purchasing habits as it relates to sports merchandise and user desires in terms of fan user growth, analyze messaging activity, and interaction with athletes.

The data will be invaluable for marketing efforts by the Company and insights will be shared with partners associated in the sporting industry.

CEO Blair Naughty, states, "The use of analytics has become a necessity in today's online universe. We want to give our users what they want. The data that we glean will enable us to ultimately optimize and enhance the user experience as well as drive tractional revenue".

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

On Behalf of the Company

"Blair Naughty"

Blair Naughty, CEO

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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 the Company'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.

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