



FanDom Sports Renews Rubber Boots Podcast Sponsorship Agreement

CSE: FDM
OTC: FDMSF
FRANKFURT: TQ42

Vancouver, British Columbia – September 14, 2017, FanDom Sports Media Corp. (CSE: FDM) (OTC: FDMSF) (FRANKFURT: TQ42) (“FanDom Sports” or the “Company”) is pleased to announce the continued support as a main sponsor for the second season of sportscaster James Duthie's Rubber Boots Podcast.

The Rubber Boots Podcast is a podcast where TSN's (The Sports Network) James Duthie is joined by TSN staffers Lester McLean, Sean 'Puffy' Cameron and a special guest each episode to chat about topical sports items and just about anything else trending at that moment in time.

President and CEO of FanDom Sports Media, Henri Holm stated, "The FanDom Team appreciates the opportunity to once again be a primary advertiser of James Duthie's fun and authentic fan engagement channel. As James is widely recognized as one of Canada's brightest sports broadcasters, the podcast fits within our continued branding roadmap of building long-term synergies with technology formatted, fan focused, user generated content curators. Rubber Boots has a large North American audience of listeners who clearly fit our key demographic, having download capability reach on heavily used streams such as iTunes, SoundCloud, Google Play and the TSN website."

James Duthie's Podcast crew will do a weekly FanDom Sports segment for all 30 episodes (Sept 2017-June 2018). Starting off Season 2, they will debate a topic that has been posted in tandem with the FanDom App, then guide listeners to generate their own “FanFight Debates” based on the particular subject matter. Outside of standard advertiser promotion at the top of every podcast, FanDom Sports will work with the Rubber Boots Team to tweet out details such as creative FanFight participation, prizes, and winners of the segment each week.

James Duthie commented, “We are thrilled to have FanDom Sports back for Rubber Boots’ second year as a main sponsor. Our pod is basically a bunch of guys talking about sports (and other fan-centric banter); so working in conjunction with FanDom is a perfect fit for us. This year we’ll be doing a signature FanFight Debate every week in

order to get our audience interacting with us through the Fandom Sports App. There are going to some epic arguments!”

Both the FanDom Sports App and Season 2, Episode 1 of Rubber Boots is currently available for download now!

About FanDom Sports Media Corp.

“FanDom Sports App - Fight with your thumbs, not your fists!”

The FanDom Sports App 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.

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 blends curated content with user-generated content while providing access to athletes and celebrities both on-line and at local sponsored events.

You may also visit the Company’s website at www.fandomsportsmedia.com or contact us directly at info@fandomsportsmedia.com

On Behalf of the Company

“Henri Holm”

Henri Holm, CEO & President

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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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