



FanDom Sports Enters the Mobile App Market with First Commercial iOS Version Release

CSE: FDM
OTC: FDMSF
FRANKFURT: TQ42

Vancouver, British Columbia – October 23, 2017, FanDom Sports Media Corp. (CSE: FDM) (OTC: FDMSF) (FRANKFURT: TQ42) (“FanDom Sports” or the “Company”) is pleased to announce the global commercial release of their FanDom Sports App, which is the world’s first mobile, sports-centric social media argument resolution platform. Being a pioneering platform provider for competitive conversation with a final resolution, the FanDom Sports App sets the stage for both company curated, though more importantly, fan/user-generated content.

The mobile application’s ability to revolutionize how sports fans interact, debate and argue on various sports topics is enhanced by the Company’s proprietary argument engine. With the integration of this technology, the functionality of the app measures and scores opinionated dialogue, as well as assists in establishing consensus pertaining to the sports world. Key functionalities include scored “FanFights”, video/photo uploading of FanFights, chat & “FanMail” features, in addition to the FanCoin app economy.

“FanDom Sports’ primary focus is to provide an engaging sports experience to fans, where we as a company can tap into the passion in a structured way.” says Henri Holm, President & CEO of FanDom Sports Media. “With share of time trumping share of wallet, it is clear to us that usage and engagement is the new currency. The release of our commercial iOS version is yet the next step of an unparalleled opportunity to gain key insights into fan preferences and interaction habits. The following phase of our strategic blueprint as it relates to growth planning, involves the driving of traffic through various, highly focused marketing and user acquisition initiatives.”

The mobile application is available worldwide from the iOS App Store, maintained by Apple Inc. at:

<http://www.apple.com/itunes/charts/free-apps/>

In order to download the upgraded commercial iOS version app, all previous BETA versions must be deleted from the device.

About FanDom Sports Media Corp.

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

FanDom Sports Media is an aggregator, curator and producer of user generated content, offered on a fan-focused social network, delivered through the FanDom Sports 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.

The FanDom Sports App employs a proprietary 'argument engine', which is the first mobile sports-centric social media argument resolution platform. “FanDom Life” 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.

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

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