



## FanDom Sports Rounds Out Technology and Content Leads

CSE: FDM  
OTC: FDMSF  
FRANKFURT: TQ42

**Vancouver, British Columbia – October 2, 2017, FanDom Sports Media Corp. (CSE: FDM) (OTC: FDMSF) (FRANKFURT: TQ42)** (“FanDom Sports” or the “Company”) is pleased to announce the execution of their lead talent acquisition strategy. With the securing of contracts for key leadership roles within the company, FanDom Sports has acquired an experienced Head of Technology and a Lead Content Writer, both with extensive track records within their respective fields.

As Head of Technology, the Company has obtained the services of Boris Sebosik, who is a well-seasoned product and technology specialist. With a strong focus on mobile platforms, utilizing top-notch technology, he has designed and built robust digital products with a global presence in numerous industries, ranging from banking to media to advertising. His primary strengths lay in a practical business mindset, while demonstrating enhanced managerial and technical skills, which have been proven by his consistent ability to build strong technical teams that deliver high performance products to market. Being certified in “Data to Insights”, by the Data Science program at the Massachusetts Institute of Technology (MIT) in 2017, Boris has worked on a number of in-house-built technologies including sound recognition, material surface simulation and facial emotion recognition.

In the recruitment of Nick Schober as the Head Writer for FanDom Sports’ content creation, the Company has on-boarded a professional with specialized expertise in framing and communicating highly focused brand tonality. A Los Angeles native, Nick has written for some of the most recognizable sports and entertainment brands in the world, including LucasFilm, Marvel, Nike, Disney and Pixar. Also an award-winning screenwriter, Nick’s first feature film hits theaters in Fall of 2017.

CEO Henri Holm noted, “To round out the core elements of both our technology and content strategy is critical for the next phase of FanDom Sports. The recent transformation of our company into a strongly defined sports media brand, while remaining focused on cutting edge technologies, allows us to stay true to the goal of being ahead of the curve when compared to our competition. The expertise that Boris

and Nick bring to our team will help push us further into the direction of a top tier, highly visible and unique fan-focused social network.”

As a form of compensation in conjunction with the services agreement, the Company has granted 400,000 incentive share purchase options to Consultants at an exercise price of \$0.12 per share with a five-year term, expiring on October 1, 2022. The Options shall vest and become exercisable by the Optionee immediately. The common shares issuable upon exercise of the Option are subject to a four-month Exchange hold period from the effective date of the grant of the Options.

Additionally, William (Bill) McGraw has resigned from the Company’s Board of Directors. The Company would like to thank Bill for his guidance and support during his term on the Board. His contributions to the Company, while also previously acting as President, are recognized and he is wished well in future endeavours.

### **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 sports-centric social media 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](http://www.fandomsportsmedia.com) or contact us directly at [info@fandomsportsmedia.com](mailto: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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