



## FanDom Sports Engages Key Football Brand Ambassador

CSE: FDM  
OTC: FDMSF  
FRANKFURT: TQ42

**Vancouver, British Columbia – January 25, 2018, FanDom Sports Media Corp. (CSE: FDM) (OTC: FDMSF) (FRANKFURT: TQ42)** (“FanDom Sports” or the “Company”) announces that they have secured former Pro Bowler and back-to-back NFL Super Bowl Champion Byron Chamberlain as a company Brand Ambassador. Mr. Chamberlain’s initial role will be to assist in supplying custom content, while activating his social media following and expanding FanDom Sports Media’s professional athlete on-boarding initiatives.

Drafted by the Denver Broncos in the seventh round, out of Wayne State College, Byron went on to play for the Broncos, Minnesota Vikings and Washington Redskins. Since retiring from the NFL, Mr. Chamberlain has remained actively involved within the football world by focusing on coaching and global ambassador roles.

Byron Chamberlain has become a figure within U.S. Football, focused on growing the game throughout various parts of the world. He founded a company called Pro Day Experience, specializing in football camps for youths and is promoting the game with his partners at the American Football Union & American Football Development in order to introduce American style football to colleges internationally and specifically across China and the United Kingdom.

FanDom Sports CEO Henri Holm stated that, “Bringing someone like Byron onboard, with his understanding of the growth opportunity for American football on the international stage, completely synergizes with the attitude of our company. Having the network and expertise of being a former Vice President of the NFL Alumni Southern California Chapter, working with him greatly enhances our strategy to engage partners who have global ambitions and see the void that our app will fill for an underserved digital sports media market”.

As a form of compensation in conjunction with the engagement agreement, the Company has granted 150,000 incentive share purchase options at an exercise price of \$0.345 per share with a five (5) -year term, expiring on January 16th, 2023. The Options shall vest and become exercisable by the Optionee immediately.

The Company has granted additional share purchase options to various non-management consultants with the identical terms as Mr. Chamberlain’s issuance for a grand total 1,775,000 Options ranging from \$0.30 to \$0.345.

As per FanDom Sports Media's January 23<sup>rd</sup> press release pertaining to the internationally focused and digitally savvy Board of Directors search, the Company would like to announce the stepping down of current Directors Blair Naughty and Jeff Hunt. The Company would like to thank them for their role in the initial phases of the organizations development. In conjunction with the opening of a seat on the Board of Directors, current company Chief Operating Officer Allen Ezer, will be the sole management representative placed on the Board. His appointment by way of resolution takes place with immediate effect.

### **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](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

### **For additional Information:**

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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](http://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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