



FanDom Sports Retains NNW for Targeted News Distribution & User Acquisition

CSE: FDM
OTC: FDMSF
FRANKFURT: TQ42

Vancouver, British Columbia – February 26, 2018, FanDom Sports Media Corp. (CSE: FDM) (OTC: FDMSF) (FRANKFURT: TQ42) (“FanDom Sports” or the “Company”) announces that it has retained the services of corporate communications firm NetworkNewsWire (NNW). This multifaceted team is a strategic communications trendsetter with a client base ranging from start-ups to established industry leaders. NNW has proven methods to build audiences by properly leveraging traditional and digital platforms.

In addition to an extensive array of social media channels, NNW utilizes a powerful distribution network that can maximize the exposure for FanDom Sports’ comprehensive communications strategy. FanDom Sports intends to optimize the conversion rate of all far-reaching messaging in order to translate downloads into engaged users, via the fresh and authentic content offered within the mobile app.

President & CEO Henri Holm notes, “NNW provides us with a network of relationships which attracts the audience that our company strives to engage, not just from a brand awareness and user acquisition standpoint but also from a fresh shareholder base perspective. Our goal is to establish a significant presence among the investment community along with synergistic and competitive industry players. Through their use of the latest social networking tools and advanced SEO capabilities, NetworkNewsWire has the proven ability to broaden FanDom Sports’ influence”.

As per the Company’s November 2, 2017 press release, FanDom Sports is on schedule to release the Android BETA version, based on the previously launched iOS argument engine back-end by the end of Q-1 2018. In tandem with the BETA release, a sample-size group will be vetted and selected for user testing. Details pertaining to the FanDom Sports app’s internally restricted testing for the Android ALPHA version, along with the particulars for a smaller sized “friendly user-testing program” (FUT) group will be announced imminently.

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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