



**FANDOM
SPORTS**

FANDOM SPORTS Completes Brand Transformation

CSE: FDM

OTC: FDMSF

FRANKFURT: TQ42

Vancouver, British Columbia – March 8, 2018, FANDOM SPORTS Media (CSE: FDM) (OTC: FDMSF) (FRANKFURT: TQ42) (“FANDOM SPORTS” or the “Company”) has completed its internal brand transformation, which more clearly defines and communicates the FANDOM SPORTS proposition. In creating a long-term agency partnership with “The Sexy Beast”, who assisted in the development of the new trademarked global brand look, they have implemented a strategy focusing on design elements and collateral being revealed in sequential stages. Where the first step is the unveiling of the new trademarked brand mark and some of the other key brand assets, followed at the later stage by the website which will highlight the cutting edge, fresh look for the Company moving forward. The brand will be rolled out to all operations, products and services over the next 50 days as FANDOM SPORTS moves aggressively forward with its product vision as a new active player in the sports entertainment field.

The brand was refined during an intensely focused sprint in which a tailor-made team of the best creative talent from around the globe & leading experts in sports fandom, worked hand-in-hand with the FANDOM SPORTS team. The result is an iconic looking global brand with a deep, authentic connection to sports fans and fandom. In addition

to branding guidelines, key assets and an all-around visual brand update, a clearer brand core, architecture, messaging and tonality framework has become established.

Co-Founder of The Sexy Beast, Jussi Solja, noted “Building a strong, distinctive and bold brand requires passion, a deep connection to the audience and a willingness to take risks – to go and be all in. Our experience with FANDOM SPORTS was all that and more. They truly are on the right track to disrupt and reinvent elements of sports entertainment and we are excited to be a part of that journey.”

About THE SEXY BEAST:

They are a world-class creative hit squad - custom built for each mission - ready to help companies fast track when it is needed the most. The “Anti-Agency” for Startups and bold brands.

www.bethesexybeast.com

About FANDOM SPORTS:

“Pick A Fight. Talk Trash. Get Rewarded.”

FANDOM SPORTS Media is an entertainment company that aggregates, curates and produces unique fan-focused content.

The FANDOM SPORTS App is the Company’s core product, which is the ultimate destination for unfiltered raw sports talk. The app allows passionate sports fans to unleash their primal sports passions, pick fights and earn rewards.

Download the app and bring your crew. Talking trash is better with friends. The more you invite, the more in-app virtual currency FanCoins you can earn.

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, President & CEO

For additional Information:

Chief Operating Officer

Allen S. Ezer

Tel: 416-453-7798.

Email: allen@fandomsportsmedia.com

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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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