

# Rick Padulo Entrepreneur, Investor and Marketing Legend Joins Fandom Advisory Board

Vancouver, British Columbia--(Newsfile Corp. - July 24, 2020) - FANDOM SPORTS Media Corp. (CSE: FDM) (OTCQB: FDMSF) (FSE: TQ43) ("Fandom Sports" or the "Company"), is pleased to announce the appointment of Rick Padulo to the Fandom Sports Advisory Board.

Rick is a world-renowned thought leader and the founder of Padulo Integrated Inc. His clients represented several billion dollars in advertising spend in both traditional and non-traditional media. He is an expert Marketer and a published author. Rick's numerous published works include the book *I Can Get It For You Retail: Down and Dirty Tales from a Canadian Ad Man*. His company was voted one of the 50 Best Managed Private Companies in Canada. Rick has been selected as Entrepreneur of the Year, Marketer of the Year and has been inducted into the Marketing Hall of Legends by the American Marketing Association. Rick will play a pivotal role in management's discussions with advertisers and sponsors whilst simultaneously crafting Fandom Esports brand identity and positioning in both the all ages SuperFan aggregation and iGaming live wagering verticals. His past experience working with numerous financial institutions including CIBC, Citibank, PC Financial and Flexity Financial as well as industry specific experience handling Poker Stars advertising account for many years will give Fandom Sports the ability and the credibility to stand out in the crowded gaming and payments verticals.

Rick comments, "Fandom Sports' unique and innovative Esports ecosystem that covers both social interaction by SuperFans as well as real money wagering is a unique and an industry leading value proposition.. My contacts and past experience have provided with a unique insight into the potential of this exploding industry. I believe that Fandom Sports is positioned for a quantum leap forward and I'm excited to be a part of the team."

## STOCK OPTIONS

Mr. Padulo will be granted a total of 200,000 performance incentive stock options at a price of \$0.37 which will have a 5 year expiry term. The options will vest immediately.

About FANDOM SPORTS:

"PLAY. PREDICT. GET REWARDED."

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

**Fandom Esports Platform** is all about micro-payments with Blaze blockchain technology that offers unbeatable speed and high industry adaptability. Because of its unparalleled speed and industry-defining structure, using Blaze as a payment structure for Fandom Esports Platform will open up new micro transaction-based revenue opportunities for FANDOM SPORTS.

For additional information:

Investor Relations

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*The CSE has not reviewed and does not accept responsibility for the adequacy and accuracy of this*

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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. This press release contains forward-looking statements about FANDOM SPORTS. Forward-looking statements may be identified by the use of words like "believe," "expect," "anticipate," "estimate," "plan," "consider," "project," and similar references to the future. Forward-looking statements reflect FANDOM SPORTS' good-faith evaluation of information available at the time the forward-looking statements were made. These forward-looking statements are subject to a number of risks and uncertainties, and our actual results may differ materially from those projected. Please refer to FANDOM SPORTS' annual and quarterly reports filed on SEDAR for a full discussion of those risks and uncertainties we view as most important. Forward-looking statements are not, and should not be relied upon as, a guarantee of future performance or results, nor will they necessarily prove to be accurate indications of the times at or by which any such performance or results will be achieved. As a result, actual outcomes and results may differ materially from those expressed in forward-looking statements. We undertake no obligation to update or revise forward-looking statements.*

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