

Fandom Sports Launches Private Beta All Ages Esports App for Chinese Market

Vancouver, British Columbia--(Newsfile Corp. - July 28, 2020) - FANDOM SPORTS Media Corp. (CSE: FDM) (OTCQB: FDMSF) (FSE: TQ43) ("Fandom Sports" or the "Company"), is pleased to confirm that the Fandom Esports App is now enabled with Mandarin language support and is being tested and assessed by strategic advisors in mainland China.

One of the key factors to the Chinese private beta assessment will be loading data and gaming content relevant to the Asian Esports community. The Fandom Esports platform is agnostic and a giant leap forward in increasing user engagement for large Esports enterprises with critical mass. Utilizing a blockchain and cryptography enabled prediction model, Esports fans can have fun winning and earning Fancoins™ on the platform complete with badges, prizes and other leaderboard functionalities. This is all done while following favourite games, tournaments, teams and players. The objective is to promote large brands via sponsorship and increase user engagement for Esports entities by in effect, 'gamifying the game'.

PC and mobile games revenue in China hit \$33.1 billion in 2019, and it is expected to grow to \$46.7 billion by 2024, according to a new reports on PC and mobile games by market researcher Niko Partners. The report adds, China had 685 million gamers in 2019, and that is expected to rise to 772 million in 2024. For 2024, about 637 million will be mobile gamers, and it's worth noting that PC gamers also play mobile games. Mobile games generated \$18.5 billion in revenues in 2019, up 18.2% from the previous year. Niko expects mobile games to grow to \$32.0 billion in revenues by 2024. This excludes revenue from mobile game exports, which was \$6.4 billion, up 21% from 2018.

Philip Chen, Chairman, comments: "This is a significant milestone for Fandom which we have been working towards. The opportunities in China are significant in number and scope in Esports and the innovative platform that we have created holds much promise as we evolve it for Chinese Esports fan utilization. The scalability potential is transparent, and we are eager to import the right gaming and data content to make the platform fun and appealing."

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.

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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. 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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