

Fandom Announces Affiliate Partner Client and Highlights Esports Fantasy Launch

Vancouver, British Columbia--(Newsfile Corp. - November 19, 2020) - Fandom Sports Media Corp. (CSE: FDM) (OTCQB: FDMSF) (FSE: TQ43) ("Fandom" or the "Company"), is pleased to announce that it has entered into a letter of intent for its first affiliate partnership for its regulated wagering platform. Fandom's peer-to-peer wagering platform is being built upon proprietary data feeds from leading Esports game publishers.

Fandom has signed a letter of intent with Elite Duels Corp. ("Elite"), a private company operating an Esports fantasy platform, in respect of an affiliate partnership agreement. Under the proposed terms of the affiliate agreement, Fandom will be launching a white-labeled fantasy Esports platform. Concurrently Fandom will be providing the peer-to-peer wagering services under an affiliate marketing plan to the operators of the fantasy Esports platform under a revenue sharing agreement upon the platform launch.

Fandom and Elite are consulting towards implementation of a go to market and technical integration strategies and the Company expects to issue updates on the rollout of integrations of both products. Esports fans looking to play fantasy Esports are now able to go through Fandom and compete in Fantasy sports and Esports today through: <https://eliteduels.fandomesports.gg/#/lobby?ref=RmFuZG9tIGVTcG9ydHM> .

All current players on the Elite Duels database will have early access to the Fandom wagering platform.

"We are extremely excited at the prospect of entering our first affiliate partnership. The ability to scale our platform beyond that of our own marketing efforts will differentiate us in a crowded vertical. Our new partner's fantasy platform is smooth and seamless and its rapid adoption since its launch 2 years ago is extremely encouraging. Our goal to provide a world-class engaging eco-system for all ages fans and fans of wagering on live Esports events is now further complemented by access to the fantasy esports and sports platform. The ability to market the fantasy platforms positions Fandom for access to immediate revenue streams. We strive to continue expanding our partnerships, platforms and value creation initiatives for stakeholders and shareholders," states David Vinokurov, Fandom CEO and President.

Options Grant

The Company also wishes to report on the grant of an aggregate of 1,600,000 incentive stock options to certain officers, directors and consultants of the Corporation. The options have an exercise price of \$0.09 and have a term of 5 years expiring on November 17, 2025.

"PLAY. PREDICT. GET REWARDED."

For additional information:

David Vinokurov
CEO, President
Fandom Sports Media Corp.
Email: info@fandomesports.com
Phone +1 (604) 256 6990

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

DISCLAIMER:

Certain statements made herein may contain forward-looking information within the meaning of the applicable Canadian securities laws ("forward looking statements"). Often, but not always, forward-looking statements can be identified by the use of words such as "plans", "expects", "budgets", "scheduled", "estimates", "forecasts", "intends", "anticipates", or "believes" or the negatives or thereof. Forward-looking statements herein include, but are not limited to statements with respect to: the affiliate marketing relationship with Elite Duels Corp. and the entering into a definitive agreement for the affiliate marketing partnership and the expected benefits to Fandom from the definitive agreement; market acceptance of the Company's peer-to-peer wagering platform; the Company's expectation of becoming a world-class engaging eco-system for all ages fans and fans of wagering on live Esports events; and the expected growth and health of the Esports betting market in general.

Forward-looking statements by their nature are based on assumptions and involve known and unknown risks, uncertainties and other factors which may cause the actual results to be materially different from those expressed or implied by the forward-looking statements. We have made certain assumptions, which our management believes to be reasonable, about the forward-looking statements, including the ability to enter into a definitive affiliate marketing agreement with Elite Duels Corp., the expected revenue and other benefits to be generated by the relationship, as well as the ongoing performance advantages of the Company's platform in comparison with existing or future competitive offerings, and the future growth of the market in which we compete. However, we can provide no assurance that the forward-looking statements will prove to be accurate. Furthermore, should one or more of the risks, uncertainties or other factors materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those described in forward-looking statements. Accordingly, you should not place undue reliance on the forward-looking statements or information contained herein. Important additional information identifying risks and uncertainties and other factors is contained in the section entitled "Risk and Uncertainties" in the Company's most recent Management Discussion and Analysis filed on SEDAR.

Except as required by law, we do not intend to update forward-looking statements whether as a result of new information, future events or otherwise.



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