

Fandom Launches New Website in Anticipation of Wagering Platform Launch

Vancouver, British Columbia--(Newsfile Corp. - January 21, 2021) - Fandom Sports Media Corp. (CSE: FDM) (OTCQB: FDMSF) (FSE: TQ43) ("Fandom" or the "Company"), is pleased to announce that it has launched a re-engineered website for the Company at www.fandomsports.com

The new website replaces a legacy site that the Company had inherited from previous iterations of earlier versions of the Fandom application. After completion of preliminary beta testing announced in the summer of 2020, the Company has undertaken a comprehensive redevelopment of the entire app transitioning to a modular Unified Information Access (UIA) platform (or the "Fandom Platform"). As previously announced on November 11, 2020 the company commenced data analysis for leading game titles: League of Legends, Dota 2, CS:GO, which has now been completed. Furthermore, the company is examining different options to deploy a private cloud infrastructure which will insulate the Company from 3rd party service interruptions as recently experienced by several wagering and fantasy platforms over the summer and most recently with certain social platforms being barred from cloud hosting services.

"Our commitment to safety, security, privacy and the ultimate scalability of our platform is being engineered into the back end of our platform and infrastructure from Day 1," states Stan Yazhensky, Chief Technology Officer. "The Fandom platform is ready for engagement by a global user base and the UIA platform will streamline the addition of new Esports titles as they emerge to a global gaming audience."

The company is now testing numerous previously announced payment processing options including the processing of crypto payments. Once completed, the Fandom platform will go live with both a free play and a wagering market place (P2P). Bettors will be able to select from hundreds of wagers on dozens of tournaments across games for which Fandom has already completed APIs. Freeplay will be available to a global audience while the wagering will be geofenced to jurisdictions where permissible by the Company's Curacao iGaming Wagering License. This is an identical model that has been employed by the leading Poker sites in the past which resulted in billions of dollars of value creation for shareholders. Operating under this model diversifies the Company's business model to capture the vast majority of the gaming demographic to provide them the opportunity to become accustomed with the Fandom user experience and then, if they so choose, to play for real currency when they become of age and if they are in a jurisdiction where permissible. Ultimately the user play will be based on the credentials of the players jurisdiction.

The Company is working on numerous initiatives to expand its licensing footprint and updates will be issued as they become material. The expectation for the launch of the wagering platform is imminent and updates will be issued accordingly.

"PLAY. PREDICT. GET REWARDED."

For additional information:

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

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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