

Fandom Announces Marketing Program with Yalla Esports

Vancouver, British Columbia--(Newsfile Corp. - February 25, 2021) - Fandom Sports Media Corp. (CSE: FDM) (OTCQB: FDMSF) (FSE: TQ43) ("Fandom" or the "Company"), is pleased to announce that it has entered into an agreement with Yalla Esports based in Dubai, United Arab Emirates for marketing services for the promotion of the Company's launch of its Esports fan prediction platform for fan engagement.

Yalla Esports is the leading Esports organization in the Middle East and North Africa (together "MENA"), nurturing some of the best regional talent and creating highly engaging gaming content for the local community. Fandom's Dubai based Director Klaus "Klasu" Kajetski has grown Yalla Esports to a globally recognized organization consisting of 9 teams with 37 players comprising 23 different nationalities. Game coverage includes CS:GO, Fortnite, PUBG Mobile, Hearthstone and Valorant. Furthermore, Yalla Esports serves as a key launching point for major brands looking to raise brand awareness amongst Esports fans in the MENA region.

"We are absolutely privileged to be working with Yalla Esports and Klaus's roster of professionals and influencers who represent one of the most exciting markets in the world for Esports and Esports fans. Klaus' unparalleled contacts and knowledge of the local market will accelerate Fandom's global reach to all corners of the Esports community. As we continue to prepare for our launch we will elaborate on other marketing initiatives across the globe." states David Vinokurov, CEO and President Fandom Sports. "

A few examples recent examples of the explosive growth of Esports in the MENA region:

1. in October 2019, the Dubai-based W Ventures announced that it would [spend \\$50 million](#) to develop a local eSports and gaming ecosystem in the Middle East and North Africa. Meanwhile, in Turkey, Europe's largest eSports venue opened its doors in January 2019.
2. Other signs of growth and interest in this market can be seen across the region. Working with the Saudi Telecom Company, Activision has introduced dedicated servers - hosted in Riyadh and Jeddah - for Call of Duty in the region. Riot Games, the company behind League of Legends, followed suit with Middle East servers for the game Valorant, in October.
3. More recently, Kuwaiti telecoms provider Zain Group - which has 50 million customers across MENA - launched a new eSports brand, Zain Esports, with the aim of building a calendar of regional online eSports tournaments.
4. Last year on Twitch, one of the most popular online-gaming platforms, Arabic language streams were watched by 4.4 million users in UAE, Bahrain, Oman and Saudi Arabia, with record numbers during the early stages of the pandemic.

Board Resignation

In light of the active marketing activities being undertaken by Yalla Esports, Klaus Kajetski will be resigning his Board of Directors position effective immediately. Mr. Kajetski, through Yalla Esports or other affiliated entities will assist the Company with ongoing marketing and business development initiatives in the MENA region.

"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 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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