

Fandom Sports To Launch Fandomart.com NFT Marketplace

Vancouver, British Columbia--(Newsfile Corp. - September 9, 2021) - Fandom Sports Media Corp. (CSE: FDM) (OTCQB: FDMSF) (FSE: TQ43) ("Fandom Sports" or the "Company"), is pleased to provide an update on the Company's numerous NFT initiatives. Fandom Sports will be launching a standalone non-fungible token ("NFT") marketplace at www.fandomart.com ("Fandomart").

Fandomart will also reside as a module within the Company's fan engagement and wagering ecosystem ("UIA Platform"). Players on the Fandom UIA Platform will be able to watch their favorite streamed content, make predictions and wagers against their friends or a global community as well as to create NFTs on the fly. Once a player selects an NFT, they are able to continue watching their stream or broadcasted content while continuing to challenge friends and the global viewer community. Whenever a Fandom player wants to create another NFT, the record button can be selected and if more than one person is creating that NFT at that time, the selected NFT is automatically sent to an auction on Fandomart; thus creating numerous revenue streams for all of Fandom Sports' Partners - broadcasters, leagues, teams and players/streamers.

A product video on Fandom Sports NFT initiative can be viewed at: <https://www.youtube.com/watch?v=gZQfcus0z2Y>.

Cannot view this video? Visit:

<https://www.youtube.com/watch?v=gZQfcus0z2Y>.

Fandomart will reside within the Fandom UIA platform to instantly capture all NFTs created within the platform and as a standalone site where creators can go to mint, buy, sell and trade their own NFTs. Fandomart will support numerous minting protocols and support interoperability with other NFT exchanges. Furthermore, Fandom Sports is evaluating new NFT technology that allows for the creation of "Sell on clauses" so that way anytime that the original NFT is resold, the creator of the NFT and Fandom's partners can share in the increase in the value of that particular NFT. The Company is currently in discussions with several blockchain protocol organizations that will facilitate this capability.

A product video on Fandomart can be viewed at: <https://www.youtube.com/watch?v=2Z8R3h555K4>.

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"Fandom Sports is creating a complete scalable ecosystem which facilitates fan engagement as well as NFT creation at mass scale which no other platform can match for the numerous revenue streams and countless opportunities for fan engagement. With Fandom Sports there is no more having to worry about lost future revenues and we're eager to present to our partners the new revenues streams we can create with the application of our technologies. On August 13, 2021 Statista is showing that the NFT resale market is nearing 50%¹ of the overall value of the NFT market. Fandom sports is taking steps towards realizing value for creators as part of this growing portion of the market which under current protocols is inaccessible to creators for secondary revenue opportunities," states David Vinokurov, CEO and President. "Engaging with fans across all ages and spectrums represents one of the building blocks for our audience aggregation strategy that will allow us to foster our own organic community outreach and leverage partner's existing audiences for fan engagement and wagering where permissible under our existing and coming licensing regimes," continues Mr. Vinokruov.

¹ <https://www.statista.com/statistics/1235228/nft-art-monthly-sales-volume/>

"PLAY. PREDICT. GET REWARDED."

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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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