

Fandom Sports Appoints Lyle Strachan as Chief Financial Officer

Vancouver, British Columbia--(Newsfile Corp. - September 16, 2021) - Fandom Sports Media Corp. (CSE: FDM) (OTCQB: FDMSF) (FSE: TQ43) ("Fandom Sports" or the "Company"), is pleased to announce that Mr. Lyle Strachan is joining the Company to assume role of the Chief Financial Officer while providing strategic recommendations that ensure all financial and operational solutions support Fandom Sports' evolving growth strategy, vision and mission.

Mr. Strachan is a Chartered Professional Accountant with an Honours B.A from the University of Toronto and has over 30 years of accounting and finance experience. He most recently served in an executive capacity of a wealth management organization. Previous to this, Mr. Strachan served as Executive VP of Finance for the Stronach Group, one of North America's premier Racing and Gaming organizations. Mr. Strachan oversaw the start-up of racing and gaming operations, online betting, licensing, mergers acquisitions and corporate financing. His scope of expertise was applied across dozens of jurisdictions, thousands of employees and billions of dollars of revenues and assets. This extensive experience was built upon a foundation of years of know-how and working with top-tier accounting firms and various other financial services providers.

"We are very fortunate to have a new team member of Lyle's caliber and pedigree join Fandom Sports at this inflection point in the Company's development. As we move towards operations, new licensing jurisdictions and new mission critical verticals it is important that the right controls and systems are in place to support the vision for a global scalable platform. Lyle will be pivotal in putting those systems in place," states David Vinokurov, CEO and President.

Stock Options

Mr. Strachan will be granted 300,000 incentive stock options priced at \$0.17 which will vest immediately as per the Company's approved stock option plan. The options will have a 5-year term and expire on September 16, 2026. An additional 900,00 incentive stock options, with the same terms and conditions, have been granted to the Board of Directors and to certain contractors of the Company.

"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 information. This news release may contain forward-looking statements. These forward-looking statements do not guarantee future events or performance and should not be relied upon. Actual 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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