

Fandom Sports Continues Evolution to Fan Engagement Prediction and NFT Platform as Well Confirming Corporate Name Change to Fandifi Technologies Corp.

Vancouver, British Columbia--(Newsfile Corp. - April 7, 2022) - Fandom Sports Media Corp. (CSE: FDM) (OTCQB: FDMSF) (FSE: TQ43) ("Fandifi" or the "Company"), is pleased to announce a corporate name change as approved by the board of directors to Fandifi Technologies Corp. doing business as Fandifi™. The Company will proceed to change the name to Fandifi™, and will announce the effective date shortly, subject to CSE approval.

"Given the evolution and expansion of the Company's technology to provide and overlay predictions not only on sports and esports, but on any type of broadcast content, we believe the transition to the Fandifi™ brand encompasses a whole suite of opportunities previously not possible with the previous branding and legacy of the Company. All our ongoing partner discussions opened the doors to new avenues for deployment for consumer and creator use cases, hence the necessity to strengthen the brand positioning with a unique set of intellectual property," states David Vinokurov, Fandifi CEO and President

Further to securing international trademarks for Fandifi™, the Company has also updated and expanded the geographical scope Fandifi's trademarks for Fancoins® and the Company's current stylized logo. Fandifi's corporate website will soon be updated at www.fandifi.com. Fandifi has secured the FANDIFI™ official Discord server, the @Fandifi twitter account and @Fandifi.co Instagram social media channels. The Company will provide updates on those channels going live pending CSE approval of the name change. Fandifi™ has also taken steps to secure trademarks for Fandomart, the Company's NFT marketplace (www.fandomart.com).

"Our goal to empower the international creator community by deploying our agnostic prediction engine will help position Fandifi™ as a leader in content enrichment, fan engagement and monetization tools for the next generation of content creators. We are looking forward to the opportunity to Fandifi all global content creation," continued Mr. Vinokurov.

Trading of the Company's common shares will remain the same on the Canadian Securities Exchange as FDM, on the OTCQB as FDMSF and on Frankfurt as TQ:43.

About Fandifi Technology Corp.

Fandifi™ is building a global opensource prediction and fan engagement platform tailor made for content creators to increase gamification of their content and enable fan engagement with their communities regardless of form of distribution. Fandifi™ also operates www.fandomart.com an NFT marketplace where rewards can be bought, sold or traded on a blockchain agnostic platform.

"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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