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FUNDAMENTAL GRANTS OPTIONS

Vancouver, B.C. – (September 18, 2014) Fundamental Applications Corp. (“Fundamental”) (CSE:FUN) is pleased to announce that it has granted incentive stock options to purchase an aggregate of 850,000 common shares in the capital of Fundamental, as follows: 250,000 to Arni Johannson, CEO, President and Director; 250,000 to Justin Rasekh, Consultant; 150,000 to Julian Ng, Consultant; 75,000 to Karl Antonius, Director; 75,000 to Nicholas Miller, Director; and 50,000 to A. Canon Bryan, CFO. The incentive stock options vested immediately on September 18, 2014 and may be exercised until September 18, 2019 at an exercise price of \$0.50 per common share (the “Options”).

About Fundamental

Fundamental Applications Corp. was founded in 2014 to launch innovative mobile applications targeted at millennials. Millennials are described as a demographic born between 1980 and 2000 into a digital world with significant discretionary income. Fundamental intends to launch their first application, Serum™, in the fall of 2014. Serum™ is an innovative and unique mobile chat application which enables users to post questions and have text conversations with a group of their friends anonymously; nobody involved in the conversation is aware of who in the group is responding. Serum™ also provides control to the users over conversations they initiate, such as adding or removing participants. Serum™ goes beyond existing applications such as Whisper and Secret, which only allow for one-way conversations, by creating an interactive way of sharing. Serum™ also goes above and beyond in terms of implementing protocols for anti-bullying. Fundamental intends to launch additional apps targeting privacy, anonymity and chat once it has built a large Serum™ user base.

Further information about the Fundamental is available under its profile on the SEDAR website www.sedar.com and on the CSE website www.thecse.ca.

For further information on Fundamental, please contact:

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Forward-Looking Information:

This press release may include forward-looking information within the meaning of Canadian securities legislation, concerning the business of Fundamental. Forward-looking information is based on certain key expectations and assumptions made by the management of Fundamental. Although Fundamental believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because Fundamental can give no assurance that they will prove to be correct. Forward-looking statements contained in this press release are made as of the date of this press release. Fundamental disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.