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FUNDAMENTAL ANNOUNCES SERUM UPDATES

Vancouver, B.C. – (December 11, 2014) **Fundamental Applications Corp.** (“**Fundamental**”) (CSE: FUN) is pleased to announce its interest in developing a new feature, using geolocation, that would allow Serum™ users not only to engage in anonymous conversations with their Serum™ friends, but also to send them gifts such as a credit for drinks at a nearby restaurant or a gift card at a local retailer. Serum™ users are already able to use geolocation to determine one another’s location anonymously, and with a new “gifting” feature, would allow them to send fun and interesting gifts almost instantaneously.

The company expects that this kind of “gifting” feature would increase the social value of anonymous sharing among Serum™ friends by offering amusing topics for meaningful conversations and, by charging a fee for use, would increase Fundamental’s revenue stream.

“We’re very excited about the possibility of developing a ‘gifting’ feature, which would allow Serum™ friends to communicate openly and honestly with each other and also have a lot of fun doing it. We don’t feel any other app is out there right now that’s moving in the direction we are by encouraging users to engage in playful and even flirtatious banter in a safe and anonymous way”, says C.E.O. Justin Rasekh.

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 launched their first application, Serum™, earlier this month. 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 develop 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.com.

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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.