



**FANDOM
SPORTS**

FANDOM SPORTS Kicks-off Digital User Acquisition Initiatives

CSE: FDM
OTC: FDMSF
FRANKFURT: TQ42

Vancouver, British Columbia – May 17, 2018, FANDOM SPORTS Media Corp. (CSE: FDM) (OTC: FDMSF) (FRANKFURT: TQ42) (“FANDOM SPORTS” or the “Company”) announces that they have retained the services of an industry leading mobile app marketing and strategy firm. The primary purpose of the initial digital campaigns are to increase growth & discovery, drive engagement, refine potential revenue opportunities and better position the FANDOM SPORTS App for the successful roll-out of its v2 product, scheduled for release in early Q-4 2018.

These early initiatives will focus on the core, “on-brand” v1 Android version (launched April 15, 2018) in order to identify relevant distribution channels and deliver the fan-centric product to a targeted user-base. Valuable insights for the app’s demographic behavior and appetite will culminate into a comprehensive marketing strategy and future product roadmap.

With the winding down of the Company’s first viral marketing campaign, FANDOM SPORTS has elected to “hibernate” its first iteration iOS (iPhone) product. The “off-brand” product was taken offline from the Apple Store on May 14th in conjunction with

the current digital user acquisition initiative in order to ensure that only the primary brand, which is reflected in the current Android, will be out in the marketplace. The iOS version will only be accessible to existing users who downloaded it prior to May 14th.

Additionally, the Company has created a secondary Twitter social media account to be used for corporate and industry related matters. All press releases and company news can be found at the Twitter handle @FandomSportsCo. The primary Twitter account for FANDOM SPORTS' brand, product, app and content material can still be found when searching @FandomSportsApp.

About FANDOM SPORTS:

"Pick A Fight. Talk Trash. Get Rewarded."

FANDOM SPORTS Media is an entertainment company that aggregates, curates and produces unique fan-focused content.

The FANDOM SPORTS App is the Company's core product, which is the ultimate destination for unfiltered raw sports talk. The app allows passionate sports fans to unleash their primal sports passions, pick fights and earn rewards.

Download the app and bring your crew. Talking trash is better with friends. The more you invite, the more in-app virtual currency FANCOINS you can earn.

For additional Information:

Investor Relations

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Or

Sales & Partnerships

Email: info@fandomsports.net

You may also visit the Company's website: www.fandomsports.net

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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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