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FUNDAMENTAL APPLICATIONS CORP. TO LAUNCH GLOBAL CANNABIS MARKET APP

Vancouver, British Columbia, Canada, March 8, 2017 - **Fundamental Applications Corp.** ("Fundamental") (CSE: FUN, FSE: 2FA, OTCQB: FUAPF) a leading developer of innovative smartphone applications, announces that it will launch its first app focused on the global cannabis user marketplace.

Fundamental will launch Citizen Green, a dedicated app built on the proven Foro buy/sell code base. Citizen Green will provide users with global information on cannabis related products, with options on where to purchase cannabis safely and legally, and will provide a forum to interconnect the cannabis community. The app will be available on both Apple and Google App stores March 25, 2017, in select European Union ("EU") countries.

With 43 countries moving to either a legal medical marijuana program or to complete decriminalization, the global cannabis market is expected to grow close to 40% during the period 2016-2020. According to Research and Markets, a market research store, estimates the size of the EU cannabis market alone are as high as €35 billion per year (reference: <http://www.researchandmarkets.com/reports/3883932/global-legal-marijuana-market-2016-2020>). Additionally, Research and Markets' "Global Legal Marijuana Market 2016-2020" report stated that "many vendors are using the internet to reach a large number of its targeted audience through online and mobile advertisements."

"With the above quote in mind we are very proud to launch Citizen Green. Building a seamless platform that facilitates the relationship between marijuana growers and their customers is the core essence of what Fundamental brings to the market. The current environment for these brands to reach their clients digitally is extremely difficult but the launch of Citizen Green will give us the opportunity to make that connection," comments Brad Moore, CEO of Fundamental.

Fundamental will use its existing code base for rapid expansive growth with dispensaries, pharmacies and retailers. With a secure login, product information can be uploaded to reach Fundamental's current global base of 300,000 users. The Citizen Green app will also assist EU governments to clearly communicate cannabis regulations and laws to all citizens.

Mr. Moore further states, "With a commitment to creating value to our shareholders, Fundamental is aggressively moving forward in this sector as the research we have done over the last number of months clearly outlines significant growth opportunities. We are uniquely situated to go to market with a mix of the right technology, brand and users to become a major player in this exciting market."



fundamental

APPLICATIONS CORP

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About Fundamental

Fundamental Applications Corp. (CSE: FUN, FSE: 2FA, OTCQB: FUAPF) designs, develops, markets, and acquires innovative mobile applications targeted at the “Millennials” generation, people born in an age of digital technology, internet access, and smart phones. This demographic is an early adopter of mobile technology, has significant discretionary income, and is lifestyle driven with a willingness to try new things. Fundamental’s three leading mobile platforms are Foro, a peer-to-peer mobile ecommerce marketplace; Truth, a one-to-one anonymous messaging app previously listed in the top 100 social networking apps in the Apple App Store; and Opinit, an app that enables users to socially share their favourite online sentiment-driven content.

For more information about Fundamental Applications Corp., visit online at www.FunAppCorp.com, or review its company profiles on the SEDAR website (www.sedar.com) and on the Canadian Securities Exchange’s website (www.thecse.com). To schedule an interview, 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.

