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FUNDAMENTAL APPLICATIONS ANNOUNCES NEW DIRECTOR, PRESIDENT AND CHIEF EXECUTIVE OFFICER

Vancouver, B.C. – (October 7, 2014) Fundamental Applications Corp. (“Fundamental”) (CSE:FUN) is pleased to announce the appointment of Mr. Justin Rasekh as President, Chief Executive Officer and a director of Fundamental and as a director of Fundamental’s wholly owned subsidiary.

Over the past nine years, Mr. Rasekh has raised over 100 million dollars for various public companies in the fields of mining, healthcare and technology. Mr. Rasekh has established offices in Vancouver, British Columbia; Frankfurt, Germany; and Singapore for several investment banks based in Germany and Switzerland. Mr. Rasekh has acted as head of communications and investor relations for various public companies and has spoken at global conferences. He has his British Columbia Securities license and is a graduate of the British Columbia Institute of Technology and the University of Western Ontario.

"We are very excited to have Justin join Fundamental as President and CEO due to his proven operational expertise, strong strategic and analytical skills, and outstanding leadership abilities. We are confident that Mr. Rasekh will lead Fundamental into a new and exciting phase of growth", said CFO Canon Bryan.

Mr. Rasekh’s appointment to the board of directors of Fundamental and its subsidiary Antisocial Holdings Ltd. is to replace Karl Antonius. Mr. Rasekh’s appointment as President and Chief Executive Officer is to replace Arni Johannson, in those capacities. Mr. Johannson continues to act as a director of Fundamental, and as an officer of its subsidiary, Antisocial Holdings Ltd.

About Fundamental

Fundamental Applications Corp. was founded in 2014 to launch innovative mobile applications targeted at millennials. Millennials are described as belonging to 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.