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SERUM™ NOW AVAILABLE FOR DOWNLOAD IN THE ITUNES STORE

Vancouver, B.C. – (November 17, 2014) Fundamental Applications Corp. (“Fundamental”) (CSE:FUN) is pleased to announce that its first application, Serum™, is now available for download in the iTunes store. Unlike other anonymous chat apps, Serum™ is focused on group conversations labeled by topic ensuring users are always able to keep their social circles completely engaged. Serum™ offers users the ability to pose questions to their own personal networks and get truly honest answers, as anyone participating in a thread is doing so anonymously. The user who initiates the conversation can also choose to remain anonymous, and can share pictures and other files within the thread allowing anonymous feedback from their network on any number of topics, from relationships to fashion advice.

“We are excited to give our users the ability to communicate with each other in a unique and safe way. Serum™ enables its users to keep multiple conversations, or threads, so they can come back and revisit older conversations at any time. Serum enables people to truly express to others how they actually feel, within the privacy of their own personal network,” says Justin Rasekh, C.E.O.

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.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.