



242 – 515 West Pender Street
Vancouver, BC V6B 6H5

FUNDAMENTAL ANNOUNCES USER ACQUISITION STRATEGY

Vancouver, B.C. – (November 24, 2014) Fundamental Applications Corp. (“**Fundamental**”) (CSE:FUN) is pleased to announce a marketing partnership with Smak Media and Promotions Inc. (“**smak**”). Fundamental is also pleased to announce its marketing strategy to acquire 1,000,000 users to the Serum™ app for Q3 2015.

About smak (www.smak.ca)

Smak is an expert in branded experience and execution, challenging brands to develop authentic, mutually beneficial relationships with consumers. For more than 10 years, smak has designed and delivered tailored consumer-centric engagements for brands using every touch-point available. Smak's integrated approach includes creative development, account management, activation planning, production and execution, public relations and social media, and recruitment and training. Find more about smak at www.smak.ca.

In 2007, smak launched the now well-known charity called Movember in Canada. Smak employed experiential and guerrilla marketing tactics in every province across Canada, and concurrently conducted major media relations outreach to establish brand awareness and encourage registrants to grow moustaches for a good cause.

Smak's strategy has made Movember a household name. In its inaugural year, Movember was an unknown brand and 4,400 Canadians participated in the first November in 2007. During Movember's four-year campaign, smak earned almost 10,000 media hits and, more importantly, 244,000 participants raised over \$42 million within Canada towards prostate and testicular cancers and men's mental health research.

Smak's other clients include Google, the Vancouver Aquarium and BC Hydro.

With this new strong marketing partnership with smak, Fundamental believes they're on target to achieve their goal of 1,000,000 users for the Serum™ app for Q3 2015.

“By utilizing smak as our branding and marketing partner, we now truly have the reach to get Serum™ to the masses. Smak's abilities have been proven time and time again for local Canadian companies as well as for multi-billion dollar technology companies. We look forward to working with them in our marketing plan to reach our goal of 1,000,000 users for Serum™ for Q3 2015”, 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 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.

For further information on Fundamental, please contact:

Justin Rasekh
President & Chief Executive Officer
Telephone 778.998.4235
Email: justin@funappcorp.com

www.funappcorp.com

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.