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## **SERUM VERSION 2.0 AVAILABLE FOR DOWNLOAD ANDROID VERSION LAUNCH IMMINENT**

Vancouver, B.C. – (December 1, 2014) **Fundamental Applications Corp.** (“**Fundamental**”) (CSE:FUN) is pleased to announce that Serum™ version 2.0 is live in the iTunes store and available for download. This version of Serum™ features *Geolocation*. Fundamental is also pleased to announce the current development of Serum™ for Android.

Serum™ has launched Geolocation. Geolocation is the first socially-driven feature for chat applications that allows users to meet friends of friends in any city in North America. Using your location, you can meet friends of friends in a safe and anonymous way. Geolocation allows you to choose whether or not you want to communicate with whoever is contacting you and it is up to you to decide to reveal your identity.

Serum™ is in full production for the Android operating system. Serum™ will launch shortly in multiple Android devices, with the full features seen in the iOS version.

“Geolocation separates us from other chat and anonymous chat apps. With the ability to see on a map where your friends of friends are, you can really choose the level of engagement at your own discretion for any thread. With the development of Serum for the Android operating system, it opens up a potentially massive market of users for Serum. We’re currently finalizing our marketing and user acquisition strategy and are very excited about launching Serum to the entire North American market. We feel this is a major step in the direction to having over a million users communicating through Serum in 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 launched their first application, Serum™, earlier this month. 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](http://www.sedar.com) and on the CSE website [www.thecse.com](http://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.