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[www.FunAppCorp.com](http://www.FunAppCorp.com)

## FUNDAMENTAL APPLICATIONS CORP. ANNOUNCES STRATEGIC NEW HIRES AT SUBSIDIARY COMPANY FORO TECHNOLOGIES

Vancouver, British Columbia, Canada, August 31, 2015 - **Fundamental Applications Corp.** ("**Fundamental**" or the "**Company**") (CSE: FUN), a leading developer of innovative, millennial-targeted smartphone applications today announced the appointment of three new team members to fill key functional roles. Leanna Haakons has been added as Director of Business Development, Cornel Fota as Director of Software Development, and Charles Shapiro in Marketing.

As Director of Business Development, Leanna Haakons of Black Hawk Financial will lead the enterprise sales and partnerships initiatives for Foro Technologies. She brings to the company over 10 years of experience working within financial and technology organizations to create new business strategies, market initiatives, and form mutually beneficial joint ventures. Ms. Haakons has obtained financial services regulatory licensing and completed post-secondary education in multiple jurisdictions including Canada, the U.S. and Europe. She holds a Commerce degree from Ryerson, Certificate in Private Capital Markets from Pepperdine, and CFA Investment Management Certificate from the FSA UK.

Charles Shapiro joins the team to spearhead product launch and promotional activities for the Foro Student Marketplace smartphone application. Prior to joining the company, Charles founded several entrepreneurial start-up ventures targeting students, held senior sales roles in real estate, and played professional baseball for the Stock City Cubs based out of Austria. Charles will use his unique skill set to connect with the millennial generation in order to stimulate brand awareness, product interest, and downloads for the Foro Student Marketplace. Mr. Shapiro holds an Associate Degree in Marketing from Pacific University, Oregon, and attended the Sauder School of Business at the University of British Columbia.

Cornel Fota comes to Foro Technologies on contract with over 20 years of experience in software development including senior leadership roles. As Director of Software Development, he will plan and design new product features for Foro while overseeing the day-to-day management of the software development team. The installment of Mr. Fota in a hands-on, team management capacity further allows the Company to leverage and capitalize on the strategic capabilities of Mr. Ali Saheli. In support of this initiative, Mr. Saheli has stepped down as the Company's Chief Technology Officer and joined the Company's Advisory Board to focus on strategic growth initiatives for the Foro Student Marketplace. Cornel holds a Master's Degree in Computer Engineering from the Politehnica University of Bucharest, Romania.

"The core team at Fundamental is taking shape with high caliber talent," commented Richard Whitehead, Chief Executive Officer of Fundamental. "In an entrepreneurial and growing company like ours, it's absolutely critical to integrate people with the right core skills and an understanding of the multitasking demands of a start-up. I feel strongly that these additions will have a big impact on our success and help mitigate unknown future risk. Leanna will help our advertising partners promote their products in a new and experiential way. Charles will ensure Foro connects with the millennial generation and is fun and engaging on campuses in Canada and the United States. Cornel is the perfect person to take on the day-to-day demands of software development to free up Ali to work with me on growing the Foro business unit."

All new additions to the team have been hired as independent contractors with the expressed intent to grow user adoption of the Foro Student Marketplace both quickly and strategically.



# fundamental

APPLICATIONS CORP

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## About Fundamental

Fundamental Applications Corp. (CSE:FUN) 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 Serum™, an app that enables users to post questions to their friends and receive answers anonymously.

For more information about Fundamental Applications Corp., visit [www.FunAppCorp.com](http://www.FunAppCorp.com), or review its company profile and filings on the SEDAR website [www.sedar.com](http://www.sedar.com) and on the CSE website [www.thecse.com](http://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.

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