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FUNDAMENTAL APPLICATIONS CORP ANNOUNCES STRATEGIC ADDITIONS TO SENIOR LEADERSHIP TEAM

Vancouver, British Columbia, Canada, April 8, 2015 - **Fundamental Applications Corp.** ("Fundamental") (CSE: FUN), a leading developer of innovative, millennial-targeted smartphone applications today announced a change to its senior leadership team to support the future growth of the organization. Richard Whitehead has been appointed as Chief Executive Officer of the organization. Outgoing President & CEO, Justin Rasekh, will stay with the company in the capacity of Board Advisor and Co-Founder.

Mr. Whitehead brings to Fundamental Applications a wealth of practical business leadership experience. His background includes senior sales and marketing roles in several start-up style technology environments. Most recently, he held the position of Global Director of Marketing for Parktoria Technologies, which raised over \$8 million in private equity funding. Mr. Whitehead brings to Fundamental Applications the skills and experience the company needs to develop and bring to market innovative software technology products. His skill-set includes extensive software/hardware product launch experience throughout the US, Canada, Europe, and Asia.

"I'm excited to take on this new leadership role with Fundamental," said Richard Whitehead. "The technology in their stable of products is both leading-edge and robustly designed for large-scale, high-traffic deployment. Justin has done a phenomenal job at leading the company through the acquisition of core IP and his continued support is critical to the long-term success of the company. I look forward to working with this dynamic team to move the organization forward with a focus on revenue generation and managed growth."

"I have complete confidence in Richard's ability to take hold of the Fundamental Applications baton and move the company forward," said Justin Rasekh. "His depth of knowledge in core business management, product development, and launching products to a global audience is exactly what we need to take Fundamental to the next level. I look forward to actively working with Richard to allow our core products to improve the lives of our target demographic throughout North America."

This addition kicks-off Fundamental Applications' strategic expansion of its management team in order to expand core skills.

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 year. Serum is an innovative and unique mobile chat application allowing 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 continue to develop additional apps targeting privacy, anonymity and chat with its increasing user base.

Further information about 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:

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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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