

## **FUNDAMENTAL APPLICATIONS CORP. LAUNCHES INTER-SCHOOL PRODUCT LISTINGS IN FORO STUDENT MARKETPLACE**

Vancouver, British Columbia, Canada, June 11, 2015 - **Fundamental Applications Corp.** ("**Fundamental**") (CSE:FUN), a leading developer of innovative, millennial-targeted smartphone applications today announced the launch of a new feature in the Foro Student Marketplace that will significantly expand user-reach. Users can now quickly and easily list products for view at multiple campuses within a region. The "inter-school product listings" feature automatically increases exposure of items for sale in Foro, facilitating transactions and organic growth.

Allowing users to list and browse items from neighbouring campuses instantly populates all of the student marketplaces in a given region and gives students access to more variety of items for sale. This in turn allows students at different campuses to access live Foro markets more quickly, and reduces the cost to launch a new campus. The inter-school product listings feature has been beta launched in the Greater Vancouver Area, linking a total of 11 campuses into a shared marketplace. It significantly eliminates barriers to organic growth and increases Foro's potential reach in the Greater Vancouver area by 180%. Users can still transact with students on their campus by searching for products by proximity.

"Allowing products to be listed on multiple campuses within close proximity will expose Foro users to a much richer and varied marketplace," commented Richard Whitehead, CEO of Fundamental Applications. "Students pick their educational institution based on multiple criteria including the fit of their programs and location. Two students who go to different campuses could very-well live next door to each other. With this new feature unlocked, there is nothing stopping these like-minded individuals from buying and selling with each other. Inter-school product listings provides buyers more selection and helps sellers reach a broader audience. The result will be more completed transactions that close faster than before."

Comprehensive marketing and sales campaigns are scheduled for execution at the commencement of the fall school semester; including local marketing campaigns on campuses in major Canadian cities and several US campuses. Each geographic region will have inter-school product listing capability unlocked prior to launch, ensuring students have the greatest reach for items listed and plentiful options for purchase. Preliminary campus-based promotions to beta test go-to-market strategies are scheduled to commence during the summer months.

### **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. Their 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 them online at [www.FunAppCorp.com](http://www.FunAppCorp.com), or review their company profiles 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:

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