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

## FUNDAMENTAL APPLICATIONS CORP. ANNOUNCES PARENTE AS CHIEF FINANCIAL OFFICER

Vancouver, British Columbia, Canada, July 9, 2015 - **Fundamental Applications Corp.** (“Fundamental”) (CSE:FUN), a leading developer of innovative, millennial-targeted smartphone applications today announced the addition of Marco Parente to its senior leadership team in the capacity of Chief Financial Officer.

Mr. Parente is a Chartered Accountant and Certified Public Accountant with 10 years of experience in accounting and management roles in the natural resources and technology sectors. Starting his career at various regional accounting firms, Marco graduated to the position of Controller at MICROS Systems Inc. He is a board member of several Vancouver public companies and holds a Bachelor of Arts degree in Economics from Simon Fraser University. Mr. Parente’s appointment replaces Canon Bryan as CFO.

“Fundamental Applications is positioned for rapid growth over the next 12 months,” said Marco Parente, CFO of Fundamental Applications. “I am pleased to take on this role in order to provide strategic guidance and assistance on financial matters. The business model is sound, the target market is accessible, and the leadership team is coming together with the right people to build an effective launch vessel for smartphone applications. This company is ripe for success.”

“We are happy to add Marco to our senior leadership team at Fundamental,” commented Richard Whitehead, CEO of Fundamental Applications. “His extensive background in publically traded companies paired with the recent financial consulting he has done for us gives me confidence in the positive impact he will have. Marco is intelligent, experienced, and easy to work with. I look forward to his further involvement in our business.”

### 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:



# fundamental

APPLICATIONS CORP

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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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