



APPLICATIONS CORP

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FUNDAMENTAL APPLICATIONS CORP. ANNOUNCES NEW CEO

Vancouver, British Columbia, Canada, February 9, 2016 - Fundamental Applications Corp. (“**Fundamental**” or the “**Company**”) (CSE:FUN, FSE:2FA, OTCQB: FUAPF), a leading developer of innovative, youth-targeted smartphone applications, announced today the appointment of Mr. Bradley Moore as Chief Executive Officer and a Director of the Company. Mr. Moore replaces Mr. Richard Whitehead, former CEO and a former Director of the Company.

Mr. Moore holds an MBA from Royal Roads University and brings 20 years of practical business leadership experience with Fortune 500 companies, including nine years with Eastman Kodak (NYSE: KODK), and a strong background in growing internet-based companies. With a proven track record in surpassing objectives, restructuring and developing businesses, Mr. Moore is recognized as the next level of management for Fundamental’s suite of applications.

“I am excited to join the Company at a time when there is so much opportunity. After my team completed its due diligence we concluded that we could unlock the value held in the Company’s IP proposition. The Foro app, from its Beta launch last fall, saw overwhelmingly positive response from students and we are pushing ahead aggressively with our user acquisition strategy,” comments Mr. Moore. “The Foro app, as our flagship product, creates a perfect foundation of growth and stability for both Truth and Serum, the Company’s other two 100% owned proprietary products, bringing even greater value to our shareholders.

I would also like to thank Mr. Whitehead for his service and dedication to the Company.”

About Fundamental

Fundamental Applications Corp. (CSE:FUN FSE:2FA, OTCQB: FUAPF) 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 online at www.FunAppCorp.com, or review the Company’s profiles on the SEDAR website (www.sedar.com) and on the CSE website (www.thecse.com). To schedule an interview, please contact:



fundamental

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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.

