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FUNDAMENTAL APPOINTS JEFFREY HAYZLETT TO ITS BOARD OF DIRECTORS

Vancouver, British Columbia, Canada, August 11, 2016 - Fundamental Applications Corp. (“**Fundamental Applications**” or the “**Company**”) (CSE: FUN, FSE: 2FA, OTCQB: FUAPF), a leading developer of innovative smartphone applications targeted toward millennials, announces that Jeffrey Hayzlett, Chairman of C-Suite Network, has joined its Board of Directors.

“I am so pleased that Jeffrey has now joined the board of Fundamental Applications,” said Brad Moore, CEO of the Company. “Having such an esteemed board member with a wealth of proven business and leadership experience is truly an endorsement of Fundamental Applications and its future.”

Hayzlett commented, “Every company that wants to be successful has to engage millennials in order to have a future. Fundamental Applications has the potential with technology and services to do that and more.”

Jeffrey Hayzlett is the Chairman of C-Suite Network, home of the world’s most trusted network of C-Suite leaders, and a notable media personality. He is the primetime television host of *C-Suite with Jeffrey Hayzlett* and *Executive Perspectives on C-Suite TV*, and business podcast host of *All Business with Jeffrey Hayzlett* on CBS’s on-demand radio network *Play.It*. In addition, he is a notable public speaker and the author of three bestselling business books, *Think Big, Act Bigger: The Rewards of Being Relentless*, *Running the Gauntlet* and *The Mirror Test*.

About Fundamental Applications Corp.

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:

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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.

