

FanLogic Interactive Inc. Enters Social Media Influencer Marketing Space with Coachella Valley and New York City Music Festivals Influencer Activation Campaigns

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FanLogic Interactive Inc. (TSXV: FLGC / OTCQB: FNNGF) is pleased to announce its first contest and promotional event, driven by social media influencers. This marketing model exposes customers to a proprietary influencer marketing network, which FanLogic is organically growing. The network will allow customers to use our wide range of tools and outcomes to generate higher ROI in their own marketing campaigns. FanLogic believes it is now offering a unique value proposition to this rapidly growing multi-billion-dollar industry.

Both contests will promote sponsoring brands by offering contestants access to VIP prizes and experiences at the 2018 Coachella Valley Music and Arts Festival, one of the largest, annual outdoor music festivals to be held in Coachella Valley, California April 13th to April 22nd. The second, the Governors Ball, is held in New York City in June with some of the biggest names in music attending both festivals. FanLogic's partner in this campaign, Rafael Luciano of My Time Entertainment, an experienced marketer in influencer marketing states, "Adding data collection to influencer marketing is a game changer by giving brands quantifiable leads from their influencer marketing initiatives. The tangible audience connection that transpires around these events is a prime example of brands utilizing influencers to endorse their products and messaging."

"This introduction to the influencer marketing world opens up an entirely new revenue stream for FanLogic," said Randy Brownell, FanLogic CEO. "We are well positioned to capitalize on this industry with our current software platform and offerings."

Invited to participate in this exclusive event are select celebrities and influencers including Director X, Vanessa Hudgens, Ashley Graham, Jena Frumes, Shay Mitchell, Justine Skye, Monique Coleman, Bre-Z, Chloe Grace Moretz, and more. Using FanLogic Connect™, brands represented by influencer marketing can get demographics and analysis data, as well as adapting to the changing nature of modern marketing. The long list of VIPS and tastemakers associated with this event will promote the contest to their tens of millions of followers.

The Coachella promotional event is sponsored by a consortium of beauty, fashion, and tech companies, and has transformed one of Palm Springs' most decadent estates into the ultimate influencer getaway. Situated on 12.1 acres, this desert oasis encompasses multiple houses, a tennis court, indoor and outdoor pools, a riding ring and stables, a 20+ car garage, and its own helicopter pad.

The property's three central homes have been sponsored by All Public Art, Bubblo, and Roadstarr Motorsports. On-property guests include Jamie Foxx, Amber Rose, Angela Simmons, Vanessa Simmons, Christina Milian, Terrence J., Golden Barbie, Lenny S., and Kristinia DeBarge. Beauty company, Kanvas Skin Care, has created a luxe on-site spa, which offers premium treatments including massages and facials for houseguests.

The lead sponsors:

About Roadstarr Motorsports -- is the premier institution and the leader in refining automotive boutique tuning for European and Exotic automobiles.

About Bubblo -- an AI powered discovery app and marketing platform that shows users the Top 5 bars, clubs, and restaurants to go out to based on a curated analysis of social media data and review site data.

The app harnesses the power of the blockchain to empower users to commoditize their personal data and bargain it with businesses in exchange for deals, discounts and prizes. Businesses and 3rd parties in return can retarget customers and gather valuable consumer insights from the data on the blockchain. Bubblo is the world's first marketplace for the discovery, analysis and exchange of data. Visit us at Bubbloapp.com!

About All Public Art – A peer-to-peer mobile app and website that helps artists (sellers) and collectors (buyers) to interact directly in a transparent art marketplace. By utilizing blockchain technology as the foundation of its platform, APA intends to provide security, transparency, and empowerment to artists and art enthusiasts. AllPublicArt.com is impacting the global art community by helping us to discover thousands of new artists while providing a new, safe and exciting marketplace for art lovers to enjoy.

About Kanvas Skin Care--Developed by Thai Morrison, a licensed esthetician and founder of Koffee Day Spa, Kanvas Skin Care provides high quality products for all skin types at an affordable price and through its Kanvas md, medical grade line to treat specific skin conditions. From oily to dry skin, fine lines and wrinkles, to age spots and hyperpigmentation, Kanvas and Kanvas md have the products to treat all skin conditions, particularly those common in African-Americans and other people of color. Known as “the healthy skin care expert”, Thai Morrison and Kanvas Skin Care have been featured in numerous media outlets including Pop Sugar, USA Today, Brides Magazine and D Magazine.

FanLogic is driving the next evolution in brand awareness and consumer loyalty utilizing Data Analytics, Gamification and social influencer marketing. FanLogic is a brand referral platform used to drive leads and increase brand engagement. FanLogic’s digital lead and sales generation success is driven through its proprietary peer to peer referral based contests, loyalty programs and incentives, coupons, sweepstakes, charitable initiatives, branded games, 50/50 lotteries and charity draws, and social daily fantasy sports and entertainment contests.

For more information about FanLogic, visit <http://FanLogicInteractive.com> or contact Randy Brownell, CEO, rbrownell@fanlogic.com or 888-330-0759.

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