

## **FanLogic Joins Forces With The Lone Survivor Foundation and New Age Performance For The Red River Celebrity Softball Game**

**Harrisonburg, VA / August 28, 2017** / FanLogic Interactive Inc. (TSX-V: FLGC, "FanLogic," or the "Company") is pleased to announce it has joined forces with the Lone Survivor Foundation to utilize the FanLogic Connect platform to promote the upcoming Red River Celebrity Softball Game, October 12<sup>th</sup> at Dr. Pepper Ballpark in Frisco, Texas.

“This is an excellent way for FanLogic to kick off the use of its platform and a tremendous opportunity to join forces with the Lone Survivor Foundation to raise awareness of their excellent foundation and help generate needed funding through the Red River Celebrity Softball Game in October”, said Randy Brownell, CEO of Fanlogic.

The Red River Celebrity Softball Game; [www.rrcsg.org](http://www.rrcsg.org) is October 12<sup>th</sup> at Dr. Pepper Ballpark in Frisco, Texas and all proceeds benefit the Lone Survivor Foundation. The game will kick off the Red River Rivalry Weekend in Dallas between University of Texas and the University of Oklahoma. The Red River Celebrity Softball Game will have celebrities from both the University of Texas and University of Oklahoma battling it out for bragging rights to start the weekend of events and celebration. The University of Texas is anchored by greats like Roger Clemens, Ricky Williams and Honorary Guest and Lone Survivor Foundation Board Member; Earl Campbell. The University of Oklahoma is anchored with Country Music sensation Toby Keith, Tommie Harris and Roy Williams who also played for the Dallas Cowboys. Both teams will also have veterans playing on both teams and there are still a few special announcements left to be made on the celebrity guests who will be participating.

“We couldn’t be more excited about this opportunity to join up with FanLogic,” stated Terry Jung, Executive Director of the Lone Survivor Foundation.

FanLogic has also signed a contract with one of the major sponsors of the softball game, New Age Performance, to help maximize the return from their sponsorship. “Sponsors are key to the success of any fundraising event and FanLogic, through its FanLogic Connect platform, will help raise awareness of why New Age Performance is the world’s number one athletic enhancing mouthpiece.” said Randy Brownell.

### **About FanLogic Interactive, Inc.**

FanLogic Interactive, Inc., a leading Digital & Social engagement company, provides brands with deep user data, advanced analytics and insights, and is the creator of the new proprietary SAAS product, FanLogic Connect.

FanLogic's digital lead and sales generation successes are driven by proprietary peer to peer referral based contests, coupons, sweepstakes, charitable initiatives, branded games, 50/50 lotteries, charity draws, loyalty incentives, branded social gaming, and entertainment contests.

### **About The Lone Survivor Foundation**

The Lone Survivor Foundation restores, empowers, and renews hope for our wounded service members and their families through health, wellness, and therapeutic support. To learn more, visit [www.lonesurvivorfoundation.org](http://www.lonesurvivorfoundation.org)

### **About New Age Performance**

New Age Performance [www.getnewage.com](http://www.getnewage.com) is cutting edge technology and science that is helping individuals wanting more from their bodies while performing at high levels. Their focus is helping athletes, military and the weekend warrior get more out of their performance opportunity.

For more information about FanLogic, visit:

<https://FanLogicInteractive.com> or <https://FanLogicConnect.com>

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