



December 22, 2017

**Fanlogic Interactive Inc. Launches Contest for G-Tech's Disruptive and Patented High-Tech Apparel specializing in heated clothing for Sport, Lifestyle, Medical and Industrial Clientele**

Calgary, AB (FSCwire) - Fanlogic Interactive Inc. (TSXV-FLGC OTCQB-FNNGF), ("Fanlogic" or the "Company") is pleased to announce that it has signed an agreement with G-Tech Apparel Inc. for a Fanlogic Digital Contest Campaign. The Contest is scheduled to launch live at 5pm EST today. To enter the Contest click: <https://fanlogic.com/w/contest/17790>

Fanlogic's proprietary "FanLogic Connect" platform has built and is promoting a contest campaign to increase brand awareness, drive a survey, distribute a coupon and capture targeted leads and specific data. This Contest features 14 weekly G-Tech Heated Hand Warmer giveaways, one lucky contestant will win a US\$500.00 G-Tech gift card and two (2) lucky grand prize winners will each win a US\$5000.00 Family Dream Vacation. Included in the Contest will be a short survey that opens up a 20% discount coupon at G-Tech's online store valid till March 30th 2018.

"We couldn't be more thrilled about using the trusted viral referral Fanlogic Connect Platform to introduce our game changing heated technology to the world. We have had phenomenal success to date bringing our products to market across all of the major professional sports organizations but at the same time we have had challenges scaling our online business. Nowhere else can a young company like ours get this kind of exposure and distribution. The return on ad spend is anticipated to be something we have never seen before" stated Jesse Galvon, CEO, G-Tech Apparel. Targeted verticals are sports, lifestyle, medical and industrial for full spectrum coverage in the heated attire segment.

<https://www.gtechapparel.com/collections/products-g-tech-apparel>

Fanlogic's proprietary platform will monitor the campaign in real time and provide valuable analytics that will focus on increasing results through better transparency to the client. The live active dashboard allows our clients that ability to identify return on media spend throughout the Lifecycle of the campaign and to have visualization into user data, lead generation and advocacy within its client base.

"We are excited to introduce this wonderful product into our trusted viral referral platform. Whether introducing young brands for the first time to the market, or expanding the client base of seasoned brands, Fanlogic's Connect Platform has been built to maximize the return on ad spend, and provide rich data and commerce to the client. If you know all the characteristics around your consumer, you can build better and more intelligent campaigns." Randy Brownell, CEO, Fanlogic.

About Fanlogic:

FanLogic’s digital lead and sales generation success is driven through its proprietary peer to peer referral based contests, loyalty programs and incentives, coupons, surveys, sweepstakes, charitable initiatives, branded games, 50/50 lotteries and charity draws, and social daily fantasy sports and entertainment contests.

FanLogic is a market leading digital promotions software company, and creator of the FanLogic Connect platform. FanLogic Connect provides brands and agencies the ability to create unforgettable social campaigns through unique gamification techniques. FanLogic Connect grants clients the ability to monetize their social media following, and grow their existing audience while gathering highly valuable demographic and behavioral information.

**About G-Tech:**

G-Tech Apparel is a high-tech apparel company that specializes in heated clothing. We believe in delivering a quality product that outperforms our competition through research and development in conjunction with some of the world’s most elite athletes. Our products are currently being used by professional athletes all around the world including several players within the NFL, CFL, NBA, MLB, NCAA, PGA Tour, LPGA Tour and major sporting events such as the 2016 Ryder Cup. Our products were originally designed to keep professional athletes warm so they could perform at the highest level possible. However, it gravitated over towards being a multi-purpose cold weather product that the everyday person could use. G-Tech's Therma-Grip heat technology is now being utilized by a much broader spectrum of individuals. Not only can it be used for a multitude of cold weather activities such as hunting, fishing, camping, snowboarding/skiing, or productivity gains in outdoor workforces, it can also be incredibly beneficial for those who suffer from cold hand syndromes such as Raynaud’s or Arthritis. Regardless of what purpose you choose to use the G-Tech Hand Warmer for, it has been proven to keep your hands warm in challenging cold weather conditions.

**Shares for Debt Revision**

Further to its earlier news release dated November 10, 2017, Fanlogic has amended the settlement of outstanding consulting fees payable to an outside vendor of the Corporation in the amount of US\$25,000, through the issuance of an aggregate of 145,885 common shares in the capital of the Corporation (“Common Shares”), at a price of US\$0.2175 per Common Share. The amount of US\$25,000 is payable pursuant to a settlement agreement. The Common Shares are subject to a four-month hold period from the date of issuance in accordance with applicable securities laws.

The issuance of the Common Shares is subject to TSX Venture Exchange final acceptance.

For more information about FanLogic, visit:

<http://FanLogicInteractive.com>

or

<http://FanLogicConnect.com>

For further information, please contact:

Randy Brownell rbrownell@FanLogic.com CEO (888) 330-0759	
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**Reader Advisory**

*Certain information set forth in this news release contains forward-looking statements or information (“forward-looking statements”), including details about the business of the Corporation and the use of proceeds from the Offering. By their nature, forward-looking statements are subject to numerous risks and uncertainties, some of which are beyond the Corporation's control, including the impact of general economic conditions, industry conditions, volatility of commodity prices, currency fluctuations, environmental risks, operational risks, competition from other industry participants, stock market volatility, and the ability to access sufficient capital from internal and external sources. Although the Corporation believes that the expectations in its forward-looking statements are reasonable, its forward-looking statements have been based on factors and assumptions concerning future events which may prove to be inaccurate. Those factors and assumptions are based upon currently available information. Such statements are subject to known and unknown risks, uncertainties and other factors that could influence actual results or events and cause actual results or events to differ materially from those stated, anticipated or implied in the forward-looking statements. Accordingly, readers are cautioned not to place undue reliance on the forward-looking statements, as no assurance can be provided as to future results, levels of activity or achievements. Risks, uncertainties, material assumptions and other factors that could affect actual results are discussed in our public disclosure documents available at [www.sedar.com](http://www.sedar.com). Furthermore, the forward-looking statements contained in this document are made as of the date of this document and, except as required by applicable law, the Corporation does not undertake any obligation to publicly update or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise. The forward-looking statements contained in this document are expressly qualified by this cautionary statement. Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this press release.*