

## **FanLogic Interactive Inc. Launches FanLogic.email a Branded Email Offering to Sports Teams, Clubs and Universities**

July 16, 2018

FanLogic Interactive Inc. (TSXV: FLGC / OTCQB: FNNGF) (“FanLogic”) is pleased to announce the launch of FanLogic.email and the signing of an exclusive worldwide Software License Agreement (renewable on 5 years) (“Software License”) with a private US based LLC. (“Licensor”). The Software License enables FanLogic.email to sell branded email domains to sports teams, clubs and universities worldwide. FanLogic.email represents a significant opportunity to create recurring revenues and further enhances FanLogic’s rewards and loyalty offering.

### **The FanLogic.email product**

FanLogic.email enables sports teams, clubs and universities to offer their fans an email at their themed domain and represents a significant commercial revenue opportunity for the team, club or university and a simple way of monetizing fan bases. Example: [johnsmith@roughcats.com](mailto:johnsmith@roughcats.com)

Branded emails allow fans to show support and loyalty to their team, club or school. FanLogic.email gives our customers the power to identify their fans and followers. It also gives the ability to provide opt in opportunities for advertising and marketing with discounts to email holders for merchandise, in stadium purchases, 3<sup>rd</sup> party sponsor products, season ticket offerings and donor programs, while better understanding their fans. For every one of the millions of fans worldwide who love their team, club or university a branded email lets the world know who they support.

FanLogic.email intends to commence signing new branded email customers in Q3 this year. Fans can now visit the FanLogic.email site and sign up to be alerted when their favorite sports organization, club or university is available.

FanLogic’s CEO, Randy Brownell commented: “The launch of FanLogic.email is a very exciting addition to the FanLogic rewards and loyalty offering. Branded email represents an untapped revenue opportunity for our customers as well as a great addition to their marketing strategies and a perfect way of identifying and understanding their fans and their interests. FanLogic.email is an amazing opportunity for FanLogic to create a powerful recurring revenue stream from new customers worldwide”.

### **About Licensor and the Software License**

Pursuant to the Software License, FanLogic has been granted an exclusive license, renewable at five years, to utilize Licensor’s proprietary software (“Software”). FanLogic and Licensor have agreed to a joint revenue sharing agreement for all license fees charged by FanLogic, in consideration for which Licensor has agreed to supply and maintain the Software and also provide customer service for email setup and support and appropriate hosting services.

FanLogic is driving the 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, social daily fantasy sports and entertainment contests and FanLogic.email branded email offering.

For more information about FanLogic.email, visit [www.fanlogic.email](http://www.fanlogic.email) or contact Randy Brownell, CEO, [rbrownell@fanlogic.com](mailto:rbrownell@fanlogic.com) or 888-330-0759.

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**Reader Advisory**

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