



Corporate Update: FanLogic Listens and Implements Changes based on Customer and Expert Feedback

May 10, 2018

FanLogic Interactive Inc. (TSXV – FLGC, OTCQB – FNNGF) (“FanLogic” or the “Company”) is a market leading digital promotions software company; unlocking the power of loyalty and social influence. Over the last 12 months FanLogic has worked to develop a clear operating plan for the future.

With the assistance of industry-expert consultants and advisors, the Company has received valuable insights into our sales strategy and client development and marketing processes. “Companies are recognizing that they are not properly utilizing, enhancing, and monetizing their Social Media Assets” stated Randy Brownell, CEO of FanLogic. “FanLogic has their attention and we are collaborating to help them achieve these new Corporate Initiatives.”

The Company is pleased to announce, after careful analysis, the following changes/enhancements are being implemented:

- Enhanced sales leadership and team development.
- Upgraded FanLogicInteractive.com website.
- Product website, FanLogicConnect.com, to re-launch soon
- Expanding digital development team.
- Improved account management and communication.
- Concentrate on growing the 170,000 plus active current FanLogic Network members.
- Monetizing existing assets.
- Attention to customer feedback, repeat business and referrals.
- Focus on profitability.
- Focus on accountability.

FanLogic is refocusing on the core value-add offering it delivers clients:

- Generation of targeted leads through promotional offers
- Elevated brand exposure
- Data insights into current and new customers via segmentation scoping
- Quantifying “influencer marketing” impact

Client feedback clearly suggests they are willing to support this evolved strategy and allocate substantial budgets for these services.

Target Markets/Sales Focus:

- Professional sports leagues/teams
- Influencer marketing groups/individuals
- Large retail clients (physical locations and e-commerce sites)
- Entertainment industry
- Hospitality industry
- Gaming/Casino industry
- Advertising agencies -- Through our advisor, Mark Siciliano, we have mapped out a full SaaS sales launch strategy and will trigger this when we can do so with the proper marketing budget.

The Management and Board of FanLogic are confident these changes will lead to expanded growth for the company in 2018 and beyond, and would like to thank our stakeholders for their patience during this transitional period. FanLogic’s Growth Plan is in place and the Business Development Pipeline is strong.

We look forward to sharing the outcomes of our upgraded strategic direction and the successful implementation of these plans in the near future.

About FanLogic:

FanLogic is a brand referral platform used to drive leads, increase brand exposure and collect pertinent consumer data. FanLogic’s digital lead and sales generation success is driven through its proprietary peer to peer referral based sweepstakes, loyalty programs and incentives, coupons, charitable initiatives, branded games, 50/50 lotteries and charity draws, and social daily fantasy sports and entertainment contests.

FanLogic is the creator of the FanLogic Connect platform. FanLogic Connect is a marketing automation platform that drives qualified traffic to online and physical partner destinations via promotional events, sweepstakes and reward driven calls to action. FanLogic Connect also increases brand exposure and collects pertinent consumer data. FanLogic Connect provides clients the ability to monetize their social media following, and grow their existing audience while gathering highly valuable demographic and behavioral information.

For more information about FanLogic, visit:
<http://FanLogicInteractive.com>

For further information, please contact:

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

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. 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.