

Fanlogic Interactive Inc. Announces Annual Contract with CelebYou

May 29, 2018

Fanlogic Interactive Inc. (“FanLogic” or the “Company”) (TSXV: FLGC, OTCQB: FNNGF) is excited to announce a 12 month contract with CelebYou, LLC, the Online Singing Competition, to generate targeted leads, elevated exposure, data insights on current and potential customers and high value of earned media.

The initial campaign for CelebYou kicked off May 8th. FanLogic and CelebYou will be working very closely to provide each other continuous feedback throughout the contest to enable data driven adjustments with a focus on maximizing brand exposure, new customer acquisition and pertinent data collection. FanLogic is focusing on deeper customer relationships that will support future sales and encourage repeat business.

Randy Brownell, CEO of FanLogic Interactive, stated “Working with CelebYou is a tremendous opportunity for us, not only because the company has an excellent business model, but more importantly because the CEO, Mark Burrell, is a very seasoned business veteran that is committed to helping FanLogic refine and offer the best product available. Mr. Burrell also founded Progressive Designs. Progressive Designs was a multi-channel marketing business that specialized in broad channel marketing. The company’s intellectual property was sold to a Fortune 10 company and Mark continued to serve as a Global consultant after the company sale. The feedback from someone with Mark’s level of blue chip company experience is invaluable.”

Mark Burrell, CEO of CelebYou, stated “CelebYou is really excited to kick off a 12 month working agreement with FanLogic. They have an exceptional track record of driving the next evolution in brand awareness. The FanLogic team has extensive experience in the industry and strives for excellence. Their knowledge and professionalism is by far the best in the industry and we are very confident that they are a perfect fit for CelebYou.”

About CelebYou

CelebYou is an online singing contest dedicated to helping the independent artist, pursue their passion and live their dream. CelebYou is a safe place for independent singers and aspiring singers to showcase their talents in our online music contest. FanLogic will add another level of topnotch professionalism to the CelebYou team.

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>

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Reader Advisory

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