

FanLogic Interactive Inc. Signs Alberto “El Patron” Del Rio to VIP Program

October 16, 2018

FanLogic Interactive Inc. (TSXV: FLGC / OTCQB: FNNGF) (“FanLogic”) is pleased to announce that, in partnership with CelebYou LLC, it has agreed to terms for a multi-year contract to bring professional wrestler, Alberto “El Patron” Del Rio and fans together through our fan VIP program powered by our proprietary contesting platform, FanLogic Connect.

The VIP programs have multiple components. These include exclusive contests for members, discounts on celebrity products, exclusive communication from celebrities to members, opportunities for members to meet celebrities in VIP experiences and discounts on hotels and other FanLogic network associated brands’ goods and services, all for \$19.99 per year. The FanLogic Connect Platform is the central clearing house for the VIP programs, enabling FanLogic to offer yet another exciting product.

FanLogic’s CEO, Randy Brownell commented: “It is exciting to work with a celebrity with the following of Alberto Del Rio. With over two million loyal followers, and his launch of Combate Americas, we will be able to generate real excitement for Alberto and his many fans and grow the VIP program over many years. We will work with Alberto to bring his fans exclusive experiential opportunities that will create once-in-a-lifetime moments for them. We have targeted 50,000 subscribers to the VIP program in the first year.”

FanLogic and CelebYou

FanLogic Inc. and CelebYou LLC have brought powerful strengths from each to change how brands, celebrities and fans interact, while also working to wipe out bullying. CelebYou’s principal is a master of B2B and B2C marketing. FanLogic is an innovator in the field of digital activation. By combining FanLogic’s digital activation platform and CelebYou’s retail activation track record, the companies look to achieve revolutionary new ways for brands, celebrities and fans to form communities while also leading the fight against bullying while globally supporting music.

The FanLogic Connect product

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.

About Alberto Del Rio

Alberto Del Rio is a Mexican professional wrestler and former mixed martial artist. He is also known as Alberto El Patron. He has had two tenures with WWE, winning championships each time. He has also competed for a number of other wrestling organizations, having success in those as well. He is currently involved with Combate Americas, the premier Latino Mixed Martial Arts sports franchise.

About CelebYou

CelebYou LLC is an online singing contest dedicated to helping the independent artist, pursue their passion and live their dream, while combatting bullying. CelebYou is a safe place for independent singers and aspiring singers to showcase their talents in our online music contest.

For more information about either: FanLogicInteractive.com / FanLogicConnect.com / FanLogic.email, visit the web sites or contact Randy Brownell, CEO, rbrownell@fanlogic.com or 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.