



February 6, 2018

Fanlogic Is Pleased to Announce SaaS Sales Expert and the Launch Of SaaS Product

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. Today FanLogic is pleased to announce the appointment of Mr. Mark Siciliano to the Company's Advisory Board as a recognized expert in the design and implementation for SaaS sales programs. The Company is also excited to announce that it has two initial Beta clients for its SaaS product signed up and ready to launch.

Mark Siciliano is a strategic sales leader with a proven track record of building effective SaaS selling organizations through world class, global productivity strategies. At Demandbase, Mark focuses on establishing deep relationships across each selling role and leads to provide differentiated and high value development plans to the sales organization.

Prior to Demandbase, Mark built out the foundation of the SaaS productivity program at Marketo and was instrumental in the development of the Oracle Sales Academy. Mark holds a BBA in both Finance & Accounting and a MBA from James Madison University.

Randolph Brownell, CEO, states: "Adding someone of Mark's caliber to our Advisory Board allows us to tackle SaaS sales with a leader and mentor to help us create a successful program. We feel very fortunate to have Mark to guide us in this new aspect of our business"

Mark Siciliano comments, “Fanlogic has been able to take its success and expertise around brand loyalty and tokenization programs via unified omni-channel loyalty ecosystems to create a framework perfect for the B2B SaaS market. I look forward to providing guidance and insight to build out a profitable B2B SaaS business. They are a leader in driving brand loyalty and I fully intend to leverage my experience and relationships to showcase the unique value of this technology and create exciting business opportunities."

In addition to adding Mr. Siciliano, Fanlogic has signed two new clients to its soft launch of SaaS platform.

Alberta Beer Festivals (“ABF”) is a forum for breweries to share their stories, passions and products with beer enthusiasts of Western Canada. ABF is excited to use the Fanlogic SaaS platform to inform the western Canada Craft market of upcoming ABF events and to drive ticket sales and market research through the campaigns. <http://albertabeerfestivals.com/>

360 Fitness, named one of the top 100 fitness business in the world three years in a row, offers personalized fitness experiences with a combined focus on fitness, nutrition and healthy lifestyle programs to assist clients in reaching their health goals. They signed on to the Fanlogic SaaS platform to drive market awareness in new locations and to deepen their client base. <http://360fitness.ca/>

The Company has granted 300,000 stock options to acquire the same number of common shares of the Company at CDN\$0.265 per share for a period of three years to Mr. Siciliano for his role as an advisor to the Company.

About Fanlogic:

FanLogic is currently developing a token solution that will enable celebrities and brands to seamlessly integrate into a unified omni-channel interoperable loyalty ecosystem. FanLogic's digital lead and sales generation success is driven through its proprietary peer to peer referral based contests, loyalty and tokenization programs, affiliate incentives, coupons, market research/surveys, charitable initiatives, branded games, 50/50 lotteries and ad-based 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.

For more information about FanLogic, visit:

<http://FanLogicInteractive.com>

or

<http://FanLogicConnect.com>

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