



Fanlogic Establishes Blockchain Subsidiary: FanBlock.io

January 9, 2018

Calgary, AB (FSCwire) - Fanlogic Interactive Inc. (TSXV-FLGC OTCQB-FNNGF), (“Fanlogic” or the “Company”) is pleased to confirm the creation of a stand-alone subsidiary, aptly named Fanblock.io, domiciled in the United Kingdom.

The mission of Fanblock.io is to source, develop and adapt new blockchain technology as it relates to any composite part of the brand/celebrity advertising ecosystem specifically in the loyalty and social segment, which FanLogic currently operates within. This is a huge attraction to our existing clients and all Big Brands as their existing loyalty programs are problematic and expensive to administrate.

FanLogic’s solution through FanBlock.io could potentially eliminate this liability from Big Brands and provide a seamless, global alternative for loyalty programs and more importantly redemptions and returns. Our vision will convert this liability and provide the coveted “ROI” to the Brand.

Tokenization is the currency used within a specific blockchain. By using tokens, FanLogic will offer users rewards, users can trade goods, spend tokens to play games within the FanLogic network or buy items, etc. FanLogic is leveraging its relationship with Easter Egg Pte. Ltd., a Blockchain company (N.R. dated December 5, 2017). The founder of Easter Egg, Sandeep Sangli has joined FanLogic’s advisory Board.

FanLogic’s existing programs have been constructed to easily adapt to Blockchain technology, our multi-level platforms are driven through our proprietary peer to peer referral based contests, loyalty programs and incentives, coupons, sweepstakes, charitable initiatives, branded games, 50/50 lotteries and charity draws, and social daily fantasy sports and entertainment contests.

FanLogic may look at investing in emerging companies and/or potential M&A opportunities. We could eventually spin off this entity as it goes through its evolutionary growth cycle. The Company is currently in discussions with blockchain companies and will update investors upon transactional considerations.

About Fanlogic: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, and social 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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Reader Advisory

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