



FanLogic Explores Blockchain Technology to Enhance its Peer to Peer Fan Loyalty Platform

November 13, 2017

FanLogic Interactive Inc. (TSXV: FLGC – OTCQB: FNNGF) (“FanLogic” or the “Company”) is pleased to announce it is evaluating Blockchain technology (“Blockchain”) for its peer to peer fan-based network. FanLogic’s analysis is guiding the Company toward integrating Blockchain to provide a decentralized loyalty program and innovative environment for brands and customers tired of all the numerous and varied loyalty cards, coupons, codes and restrictions. FanLogic’s integration of Blockchain can provide a universal solution for businesses who want to achieve lead building, instead of cost-generating programs, based on simple loyalty.

Randy Brownell, CEO, comments, "Our current business model is ideally suited to adopt Blockchain for loyalty and fan incentivization. We are putting together a team of advisors to execute this objective. Brands are looking to constantly increase their audience and engagement and this is the premise our business was founded upon. An enhanced loyalty based solution across multiple platforms is our vision."

Mike Flewitt, CTO, adds, "According to the [2015 Colloquy Loyalty Census](#), the average U.S. household participates in 29 different loyalty programs. Consequently, consumers are left to wade through point systems and redemption options and the process for exchanging points among program partners is not so seamless and simple but rather onerous. Loyalty programs are looking for a solution. Blockchain may prove to be the disruptive innovation that would make them easier to use."

Blockchain enables a ledger of transactions to be shared across a network of participants in a non-centralized environment. Introducing Blockchain to FanLogic’s existing business model has the potential to make fan rewards and loyalty offerings efficient, seamless, verifiable and cost effective. A number of industries have been affected by the disruptive paradigm of Blockchain and loyalty programs are no exception. Given the number of brands FanLogic currently works with across many verticals, the adoption of Blockchain, smart contract technology and hyperledgers will enable a more simplified methodology for issuance and redemption.

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>

For further information, please contact:

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