

## **FanLogic Announces European Launch With A Major UK Contract**

**Harrisonburg, VA / September 6, 2017** / FanLogic Interactive Inc. (TSX-V: FLGC, "FanLogic," or the "Company") is pleased to announce it has been awarded the contract to digitally promote the "REMEMBERING BALLY" benefit football match and gala dinners, with the match to be held at Goodison Park, home to one of the English Premier League's leading Clubs, Everton FC. The benefit match is in remembrance of one of Everton and England's greatest ever players, Alan Ball, and will take place on Saturday 7th October 2017.

The match follows the gala dinner to be held at Liverpool's Crowne Plaza on Friday 6<sup>th</sup> October, where guests will be treated to entertainment from ex-players and celebrities and offered "money can't buy" auction prizes including a chance to win a mascot place to lead England out at Wembley, VIP hospitality at an England fixture and memorabilia from some of the world's greatest players. Gala dinners will also be held and promoted by FanLogic Connect at Alan Ball's old clubs: Portsmouth FC (13 October), Arsenal FC (11 November) and finally Southampton FC (17 November).

The match at Everton's Goodison Park, is supported by the FA (the English Football Association) and PFA (the English Professional Footballer's Association).

FanLogic has signed an agreement with the Organizing Committee of these prestigious events to provide the FanLogic Connect software platform and expertise to create unforgettable social campaigns through its unique gamification techniques and to maximize exposure for the benefit match and associated dinners. FanLogic will also be assisting in managing the media distribution and merchandise sales.

Randy Brownell, CEO of FanLogic, commented, "We couldn't have hoped for a more prominent way to launch our European business and are delighted to have been chosen as a main partner for the promotion of the prestigious "Remembering Bally" events. It will be an honor to work alongside the Organizing Committee and its partners, Everton FC, the FA and PFA, to ensure the successful launch of these great events utilizing the FanLogic Connect platform".

Jim Buckley, Head of the Remembering Bally committee, said, "The Remembering Bally gala and match are attracting enormous interest and will feature many of English football's most important figures. Fanlogic Connect is the ideal partner for us to ensure the successful promotion and success of both these events and we are delighted to have them onboard and are looking forward to working together on many more events we have planned for the future."

### **About the benefit match**

The "Alan Ball All-Stars XI", managed by Everton legends Andy Gray and Peter Reid, will be supported by former Everton manager Joe Royle and ex-Everton striker Kevin Campbell. They'll be taking on a Premier League XI with Harry Redknapp at the helm, assisted by ex-Southampton manager Lawrie McMenemy and Southampton legend Matt Le Tissier. The match will be kicked off by Sir Geoff Hurst (English 1966 World Cup winner) and Colin Harvey. Lee Carsley, James Beattie, Peter Crouch, Francis Jeffers and Danny Cadamarteri

have all confirmed they will be playing with more stars due to be announced by the Organizing Committee over the coming weeks.

The net proceeds from the testimonial match will be distributed amongst the families of the England '66 World Cup squad, including Alan's family. The four dinners will be going towards charities in four cities where Alan Ball was fondly remembered. These include Alder Hey Children's Hospital in Liverpool, The Countess Mountbatten Hospice in Southampton, The Oakley Waterman Foundation in Portsmouth and The Willow Foundation north of London in Hertfordshire. Funds from the dinners will also be distributed amongst the families of the England '66 World Cup squad, including Alan's family.

More information regarding these amazing events is available at [www.rememberingbally.net](http://www.rememberingbally.net)

### **About FanLogic Interactive, Inc.**

FanLogic is a market leading digital promotions software company, and creator of the FanLogic Connect platform. The Company provides brands with deep user data and advanced analytics and insights.

FanLogic's digital lead and sales generation successes are driven by proprietary peer to peer referral based contests, coupons, sweepstakes, charitable initiatives, branded games, 50/50 lotteries, charity draws, loyalty incentives, branded social gaming, and entertainment contests.

For more information about FanLogic, visit:

<https://FanLogicInteractive.com> or <https://FanLogicConnect.com>

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