

BETTING ON THE FUTURE OF ESPORTS: FANDOM SPORTS LEVERAGES POWER OF THE BLOCKCHAIN TO DRIVE INTEREST IN ESPORTS BETTING

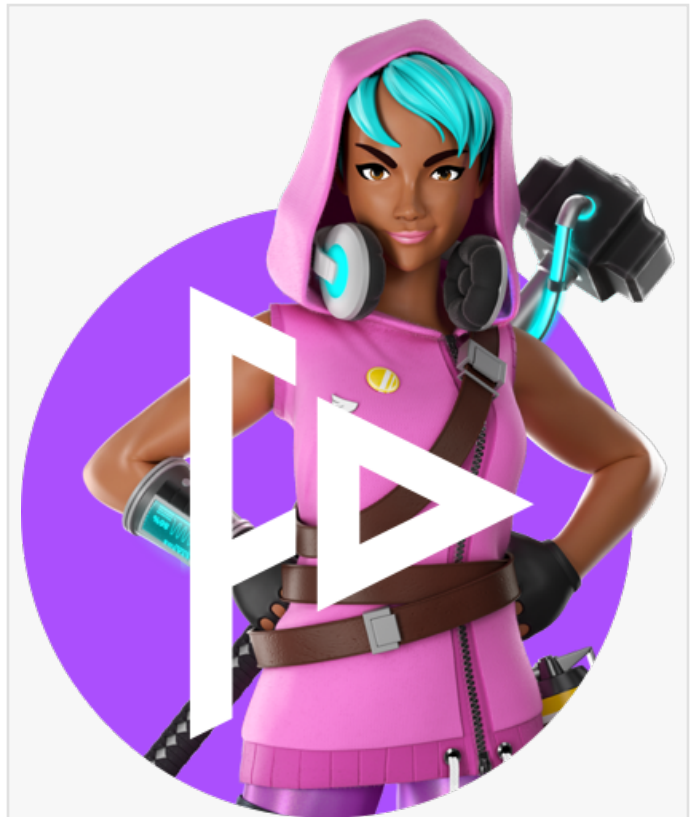
The company continues to build its brand in the global esports industry with recent strategic moves including signing LOI with the Esportz Network

VANCOUVER, BRITISH COLUMBIA, CANADA, July 28, 2020 /EINPresswire.com/ -- In betting on the future of esports, [Fandom Sports Media Corp.](https://www.fandomsports.com/), (CSE: FDM) (OTCQB: FDMSF) (FSE: TQ43) ("Fandom Sports" or the "Company"), is seeking to leverage the promise of cryptocurrency to drive interest in esports betting.

In the early days of cryptocurrency, gaming played a key role in popularizing this emerging financial technology. Now the Vancouver-based Fandom Sports, (<https://www.fandomsports.com/>), has recently revealed the latest English language version of its all-ages esports app is in the beta phase and will revolutionize gamification for esports predictions and engagement with cryptocurrency playing an essential role.

Fandom Sports looks to use its app to contribute to fans playing, spectating, and betting on esports using cryptocurrency on an international stage. The Company has adopted FanCoin as its cryptography secured in-game coin. Supported by Blaze blockchain technology, FanCoin ensures that all players will have a secured transaction whenever they make a prediction and interact both in the virtual world and real-life events. The Company also plans to implement a second coin iteration for betting.

Fandom Sports has continued to build its brand and influence in the global esports industry with



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recent strategic moves including signing a letter of intent with the [Esportz Network](http://www.esportznetwork.com), (www.esportznetwork.com), one of the largest global esports news organizations, and expanding its support and reach in the growing Chinese, Middle East North African, and Curacao markets.

“The entire Fandom team is hard at work with its relentless efforts to crystallize actions that will add considerable shareholder value,” said David Vinokurov, CEO and president of Fandom Sports. “Esports is becoming a way of life for many people and streaming, building communities, winning competitions and following games, teams, and players has given birth to a whole ecosystem of new investment opportunities. Fandom Esports has positioned themselves at the bullseye of this perfect storm.”

In fitting with Fandom Sports’ ongoing mission to create a global ecosystem for esports super fans, additional details of Fandom Sports’ recent and upcoming business initiatives include:

□ The Company’s tech team at Deqode is completing a further evaluation of Mandarin language integration to enable the Company’s mainland China beta test of the Fandom esports app. Also, in line with the Company’s global ambitions, additional evaluation is underway for another private beta test in Middle East North Africa (MENA) to tap into one of the world’s highest engaged social media and gaming audiences.

□ The Company’s Curacao gaming license application is also progressing. Once approved, the Company will be able to accept wagers on esports events from residents of more than 149 various international jurisdictions. Foreign subsidiaries are being formed for banking and payment processing relationships which are required to operate the business vertical in-house or via affiliate partnerships.

□ The Company has engaged GIC Merchant Bank, with its affiliate partners, to provide certain financial consulting services to Fandom Sports in connection with Fandom’s intention to improve shareholder value through organic and acquisitive growth.

□ A world-class Fandom Sports’ advisory board has been formed and includes notable and



Supported by Blaze blockchain technology, FanCoin ensures that all Fandom Sports’ players will have a secured transaction whenever they make a prediction and interact both in the virtual world and real-life events.

recognized personalities in the esports industry.

"The adage of content is king never grows old," added Vinokurov. "Further, relevant and timely content keeps users engaged. Fandom Sports has constructed a global ecosystem for esports fans and the dynamics of aligning with companies such as the Esportz Network dovetails with our agnostic philosophy of offering accretive and complementary solutions for Esports organizations with critical mass."

ABOUT FANDOM SPORTS MEDIA CORP.

"PLAY. PREDICT. GET REWARDED."

Fandom Esports Platform is all about micro-payments with Blaze blockchain technology that offers unbeatable speed and high industry adaptability. Because of its unparalleled speed and industry-defining structure, using Blaze as a payment structure for the Fandom Esports Platform will open up new micro transaction-based revenue opportunities for Fandom Sports.

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