

fundamental

APPLICATIONS CORP

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FUNDAMENTAL GRANTS INCENTIVE STOCK OPTIONS

Vancouver, British Columbia, Canada, May 10, 2016 - Fundamental Applications Corp. (“**Fundamental**” or the “**Company**”) (CSE: FUN, FSE: 2FA, OTCQB: FUAPF), a leading developer of innovative smartphone applications targeted toward millennials, announces that it has granted incentive stock options to certain officers, directors, and consultants of the Company to purchase, in aggregate, up to 1,225,000 common shares of the Company. The stock options are exercisable on or before May 10, 2021, at a price of \$0.26 per share.

About Fundamental

Fundamental Applications Corp. (CSE:FUN, FSE:2FA, OTCQB: FUAPF) designs, develops, markets, and acquires innovative mobile applications targeted at the “Millennials” generation, people born in an age of digital technology, internet access, and smart phones. This demographic is an early adopter of mobile technology, has significant discretionary income, and is lifestyle driven with a willingness to try new things. Fundamental’s three leading mobile platforms are Foro, a peer-to-peer mobile ecommerce marketplace; Truth, a one-to-one anonymous messaging app previously listed in the top 100 social networking apps in the Apple App Store; and Serum™, an app that enables users to post questions to their friends and receive answers anonymously.

For more information about Fundamental Applications Corp, visit online at www.FunAppCorp.com, or review the Company’s profiles on the SEDAR website (www.sedar.com) and on the CSE website (www.thecse.com). To schedule an interview, please contact:

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Forward-Looking Information:

This press release may include forward-looking information within the meaning of Canadian securities legislation, concerning the business of Fundamental. Forward-looking information is based on certain key expectations and assumptions made by the management of Fundamental. Although Fundamental believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because Fundamental can give no assurance that they will prove to be correct. Forward-looking statements contained in this press release are made as of the date of this press release. Fundamental disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.

