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Fantasy Alarm Relaunches New Website, New Mobile Apps & New B2B Services

AD NETWORK SERVICES & CONTENT LICENSING FOR SPORTS INDUSTRY

Los Angeles, CA (March 3, 2016) – Fantasy Alarm, a burgeoning company in the fantasy sports industry, announced the launch of a new website with deeper more findable content, a new updated mobile application with its iconic alerts service and deep personalization for consumers. For businesses, Fantasy Alarm announced a rebuilt commercial API with news, injuries, lineups, weather and featured articles plus a deeper investment into their partnership with Sporting News to provide remnant ad services that will maximize revenues for sports publishers.

“Over the last two years, we have invested in the best talent. It is now time to share that with consumers and sports businesses”, said Fantasy Alarm President Rick Wolf. “Fantasy Alarm will continue to deliver deep personalized content for consumers while providing that content and the ad services to monetize with businesses.”

Fantasy Alarm has always been known for its “alerts” mobile application and longtime radio show on Sirius XM Fantasy Sports Radio, but it has quickly become one of the fastest growing web properties for news and analysis in the fantasy sports industry. Wolf credits the continued success to investments made in original content creation and systems to deliver that to businesses.

The Fantasy Alarm commercial API is re-engineered to deliver more than real-time news. In version 2, we added deeper, easy to read lineups and weather that gives details like whether the tarp is on the field. Fantasy Alarm will also provide exclusive advertising and video distribution in association with *The Sporting News’ parent company The Perform Group*. “We are thrilled to be able to provide our content through a high-tech customizable commercial feed and assist companies in maximizing their remnant ad revenues,” added Wolf.

About Fantasy Alarm

Driving innovation in the fantasy sports industry and supplying the demand for real-time mobile information, Fantasy Alarm has been hailed by The Fantasy News Network as “the best product on the market that can help you win your fantasy league”. Launched in 2010 Fantasy Alarm pioneered the use of “push” technology to intelligently track professional sports lineup information and breaking news against user specific fantasy sports rosters. The Fantasy Alarm flagship “Alarm” service will deliver over 50 million unique alarms in 2014. In January 2014, Fantasy Alarm announced the acquisitions of Rotoinfo.com and Baseballguys.com, two of the

most respected independent fantasy sites available. These additions have supercharged the news and content divisions of the company making Fantasy Alarm one of the top independent fantasy sports companies. The Fantasy Alarm Show on SiriusXM Fantasy Sports Radio has developed a new breed of sports radio that has set the benchmark for comprehensive fantasy sports entertainment and was recently nominated for a Synopsis Sports Radio Award. For more information on this privately held company please visit www.FantasyAlarm.com.