

FOR IMMEDIATE RELEASE

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Jim Bowden Agrees to Year-Round Coverage For Fantasy Alarm

Real GM Tapped to Teach Fantasy GMs How to Win in Fantasy Sports

Long Beach, CA (December 20, 2017) – FA Media LLC, a burgeoning sports media company and the owners of the fantasy sports company Fantasy Alarm, announced today that Jim Bowden, former Senior Vice President and General Manager for both the Cincinnati Reds and Washington Nationals will collaborate on the first real GM backed Fantasy Baseball Draft Guide for fantasy GMs. Bowden also agreed to be the analyst on The Fantasy Alarm Show with Howard Bender all year-round.

In July 2017, Fantasy Alarm, recognizing Bowden's dominance as a fantasy baseball analyst, gave him the chair as fantasy football analyst on The Fantasy Alarm Show with Howard Bender every weekday from 4:00 to 6:00 PM ET on SiriusXM Fantasy Sports Radio. The program showcased Bowden's versatility and dedication to all sports, and his commitment to delivering informed and entertaining analysis to his audience. Expanding his role in 2018 is an obvious extension of the outstanding fit Bowden is for the Fantasy Alarm team.

"Jim has proved that he is a great fantasy football analyst and his chemistry, creativity, and energy coupled with Howard Bender's immense comedic talent makes magic on our show every single day," said Rick Wolf, President Fantasy Alarm. "What we learned this fall was how much of an innovative mind Jim is for fantasy sports. He is the total package with strongly opinionated analysis plus he is an energetic team player. Jim is a perfect fit for Fantasy Alarm's innovative team."

"Analytics are changing in Major League front offices so analytics MUST change in fantasy sports. Coverage is changing in real sports, so coverage MUST change in fantasy sports," said Jim Bowden. "Howard Bender and the Fantasy Alarm team understand this and want to disrupt the industry with new innovative products and services starting with the first ever Real GM Fantasy Baseball Draft Guide for Fantasy GMs. We are excited about the possibilities, and I am proud to call Fantasy Alarm my fantasy sports home."

Bowden is a host on the MLB Network Radio channel on SiriusXM, The Fantasy Alarm Show, and The SiriusXM Fantasy Baseball Show. He also recently joined The Athletic as one of their MLB writers. From 2011 to 2017, Bowden was a studio analyst on ESPN's Baseball Tonight, a writer for ESPN.com and a game analyst for MLB games on ESPN Radio. In 2016, The Front Office, a show that he co-hosted with former GM Jim Duquette, was awarded "Best Sports Radio Show" by Cynopsis Sports Media. On behalf of SiriusXM, he has covered the majors for

the last nine years, including Spring Training, All-Star Games, Division Series, League Championship Series and World Series. Before joining ESPN and SiriusXM, Bowden served as a host for Fox Sports Radio and a baseball analyst for FoxSports.com and Fox Sports West. Bowden became MLB's then-youngest-ever GM in 1992 with the Reds, and he was named Baseball America's Executive of the Year in 1999.

About Fantasy Alarm

FA Media, LLC is a multi-layered media company with its flagship digital property, FantasyAlarm.com, being the premier one-stop shop for both seasonal and daily fantasy sports players. Fantasy Alarm features best-in-class content, personalization, and interactivity. Our commitment to quality has won us many industry awards including Best Mobile App, Best Daily Fantasy Sports Tool & Content, Most Innovative Fantasy Product & Best Radio Show. FA Media has partnerships with Yahoo!, Sporting News, The New York Post, Rotowire and many others in the fantasy sports space. FA Media has a leadership position in the \$7B+ industry. For more information, visit us at <http://www.fantasyalarm.com/about.php>