

## **FOR IMMEDIATE RELEASE**

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### **Fantasy Alarm Announces New White Label Division for Fantasy Sports Tools & Content**

Fantasy Alarm to bring Media Partners Leading-Edge Fantasy Sports Tools & Content

**Long Beach, CA (June 19, 2017)** – FA Media LLC, owners of the flagship fantasy sports company Fantasy Alarm, announced today the creation of a white label division to create value for other fantasy sports companies and major sports media companies.

Fantasy Alarm’s approach is industry first. In January, Fantasy Alarm and RotoWire joined forces to create Fantasy Sports Ad Solutions (FSAS), a network of fantasy sports web sites to provide digital monetization capabilities. Fantasy Alarm has additionally rebuilt the infrastructure of their technology to be able to produce customizable tools for FANation, FantasyAlarm.com’s membership.

Making systems available to fantasy sports partners and sports media companies using our turnkey solution will keep users on their sites and a natural extension of our new technology. The white label division will be perfect for Fantasy Alarm, but more importantly, ideal for the fantasy sports industry and sports digital media companies looking to get an edge in the competitive fantasy sports space with minimal investment.

“We spent the last three years developing our system from the ground up to be flexible enough to layer in tools, sports and customizations for users and partners,” said FA Media President Rick Wolf. “Now, we are ready to deliver a new set of customizable tools for our users and share that with the fantasy sports industry so they can focus on their core businesses.”

“With the explosion of daily fantasy sports, we invested heavily to bring that same attention and customization for daily fantasy sports players,” said Co-Founder Dan Williams. “Our products for the daily player are deeper and stronger than any other fantasy sports company. Now we get to package that for the industry and media companies. A dream come true.”

For more information about Fantasy Alarm, visit <http://www.fantasyalarm.com>

#### **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 \$11B industry. For more information on this privately held company, please feel free to contact [info@fantasyalarm.com](mailto:info@fantasyalarm.com)