

NFL STAR RICHARD SHERMAN JOINS SPORTSCASTR AS COMPANY'S FIRST BRAND AMBASSADOR

Super Bowl XLVIII Champion and Four-Time Pro Bowler Richard Sherman to share exclusive content on SportsCastr and collaborate on growth and strategy.

NEW YORK CITY – SportsCastr, the live-streaming company that lets anyone become a live color commentator, today announced NFL star Richard Sherman has joined the company as its first Brand Ambassador. The Super Bowl XLVIII Champion and four-time Pro Bowler will use SportsCastr to share exclusive content with fans, and will collaborate with the company's leadership team on growth efforts, features, and initiatives.

"I was drawn to SportsCastr because its technology really has the potential to change the way athletes engage with their fans, and the way fans connect with their favorite players," said Sherman. "I'm excited to start using SportsCastr to share exclusive 'behind the scenes' content, and to help the company reach a broader audience." One of the most recognizable figures in professional sports, Richard Sherman is widely considered the best cornerback in the NFL. In 2013, Sherman and the Seattle Seahawks won their first Super Bowl, capping off a season in which he led the league in interceptions. In 2018, he agreed to a three year, \$39 million contract with the San Francisco 49ers.

SportsCastr is a real-time live streaming app that lets anyone become a color commentator, and enables viewers to select which sportscaster they wish to have call, recap, or make predictions on a game. The company is also developing FanChain, a blockchain solution for the sports industry to power platforms within the digital economy. SportsCastr users can earn FanChain tokens for broadcasting on the platform, and redeem their tokens for exclusive content, team merchandise, game tickets, and more.

Last summer, The NFL Players Association (NFLPA), via its athlete-driven accelerator the OneTeam Collective, acquired a minority stake in SportsCastr. Richard Sherman was introduced to SportsCastr through this

partnership. He joins the company's industry-leading team of advisors, including David Stern, NBA Commissioner Emeritus; Jim Boeheim, Syracuse University Head Basketball Coach; Vernon Davis, two-time NFL Pro Bowler and Redskins tight end; Steve Smith, NBA All-Star and NBA TV Analyst; Donald Schupak, former Managing Partner of the ABA's Spirits of St. Louis; Andrew Schupak, SGI MB CEO; and Eric Bechtel, IdeaQuest Founder. The company is led by CEO Kevin April.

"Richard Sherman is one of the fiercest competitors out there, and he applies that passion to everything that he does," said Kevin April, CEO of SportsCastr. "We look forward to tapping into Sherman's deep knowledge of the game and the industry as we continue to grow SportsCastr into the best platform it can be."

SportsCastr is currently in public beta, and is available for free on the App Store or on the web. Richard Sherman's first SportsCastr stream will be shared later this month at <https://sportscastr.com/richardsherman>.

About SportsCastr

SportsCastr develops a suite of products designed to connect the global sports industry and increase fan engagement. These include SportsCastr Live, a live-video platform that allows viewers to personalize their commentator (or be the commentator), an upcoming enterprise-grade SDK that allows its technology to be integrated into existing OTT platforms, and FanChain, a blockchain solution for the sports industry. The company is backed by some of the biggest names in sports including the the NFL Players Association (NFLPA), NBA Commissioner Emeritus David Stern and Super Bowl Champion Vernon Davis.

For more information, visit <https://SportsCastr.com>

About FanChain

FanChain, developed by SportsCastr, is a token and end-to-end blockchain solution specifically for the global sports market. The FanChain ecosystem includes a payment gateway, exchange platform, rewards portal, wallet and a DApp that allows third-party companies to be whitelisted to distribute and reward fans and users with FanChain tokens ("FANZ"). For more information, please visit <https://fanchain.com>