



**FansUnite Introduces Gaming Pioneer James Keane to Board of Directors  
- *Founding team member of ParadisePoker* -**

Vancouver, British Columbia, August 26, 2020 - FansUnite Entertainment Inc. (CSE: FANS) (OTC: FUNFF), (“FansUnite” or the “Company”), a technology company providing leading online gaming solutions, is pleased to introduce James Keane to the Board of Directors.

James Keane is a pioneer in the online gaming space and was a key member of the ParadisePoker.com (“Paradise”) founding team in 2001. James helped grow Paradise into one of the top 3 poker sites in the world and oversaw its acquisition by Sportingbet in 2005. James remained with Sportingbet holding the position of Manager Director for Paradise and subsequently Managing Director, Emerging Markets. After the sale of Sportingbet to William Hill and GVC Holdings, James consulted in both the online and brick and mortar casino world on growth, M&A, and business execution strategies.

James is currently the CEO of King Show Games ULC, which is an experienced, full-service game development and marketing studio. KSG has created market-leading games for land-based, social, and online casinos in Video Slot, Stepper Slot, and Video Poker. KSG has designed over 200 games and has licensed titles being played in countries all over the world.

“We are thrilled to welcome someone of James’s calibre to our team as he brings decades of experience in the gaming industry to the FansUnite Board of Directors,” said Scott Burton, CEO of FansUnite. “In addition to being one of the founding members of Paradise Poker, James has first hand experience in managing small organizations and scaling them to large entities that have created shareholder value through subsequent exits. His wealth of knowledge and experience will be a tremendous asset to our organization as we look to expand our business and grow our global footprint in the coming years.”

“As someone that has been in the gaming industry for the past 20 years, I am an advocate in backing teams that have the opportunity for global scale and mass adoption,” said Keane. “After evaluating this organization, I believe the technology and team that has been put together at FansUnite puts the Company in a position to gain market share in a rapidly growing I-gaming market. The recent acquisition of Askott Entertainment now gives us the asset base to capitalize on multiple betting verticals and I could not be more thrilled to join this board of leading gaming executives.”

James will advise the company in various matters, including M&A, financing, US opportunities, casino and emerging markets.

## **About FansUnite Entertainment Inc.**

FansUnite is a sports and entertainment company, focusing on technology related to regulated and lawful online gaming and other related products. The principal business is operating Askott Entertainment, focusing on B2C and B2B esports products, the FansUnite Sportsbook and the website of its wholly-owned subsidiary, McBookie Limited, offering online gaming services to the UK market. FansUnite is also a provider of technology solutions, products and services in the gaming and entertainment industry and looks to acquire technology platforms and assets with high-growth potential in new or developing markets.

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