



For Immediate Release

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FanLabel Voted Fantasy Sports & Gaming Association 2020 Elevator Pitch Winner



Las Vegas – January 24, 2020 – It is our honor to announce FanLabel's recognition as the Fantasy Sports & Gaming Association's (FSGA) 2020 Elevator Pitch award winner.

The 2020 FSGA Winter Conference was held in Las Vegas, Nevada on January 14 and 15, and recognizes the best businesses and pundits in the fantasy sports and gaming industry.

"In a maturing fantasy industry, we love seeing fantasy sports gameplay adopted in non-sports applications, like FanLabel," Paul Charchian, FSGA president, said. "The industry has recognized FanLabel's unique activation of an enormous audience of music-loving fans who want to engage their passion with fantasy-style gameplay."



Represented by company co-founders, Jeff Sloan and Rich Sloan, FanLabel was one of eight up-and-coming fantasy and sports gaming businesses with a revolutionary product or service invited by the FSGA to pitch their innovative idea to the conference's 300 industry leaders and attendees, who then voted for their favorite.

"FanLabel took the prize in a crowded and impressive field," Kevin Vela, FSGA Board member and Elevator Pitch moderator, said. "We're excited to see what's next for FanLabel and will be following along closely."

With a first-mover advantage in the marketplace, FanLabel's soft launch in 2019 generated over 100,000 app downloads, with the cost per install at a third of projected costs.

"Our goal is to create greater engagement and experience in the world of music by applying the fantasy sports model the same way it's had an impact on the industry of sports," Jeff, who also serves as FanLabel's CEO, said. "We want to transform otherwise passive enthusiasts into active, engaged participants."

About FanLabel:

FanLabel is a music gamification platform owned in part by the major record labels that enables music fans to enjoy great music and fun Fantasy Contests and Challenges as they operate their own fantasy record label in the FanLabel app. Players pick the songs and artists they think will rise on the contest charts and shoot for the top spot on the leaderboards. Ultimately, fans become promoters and influencers as they play, discover and promote the songs and artists they've signed to their virtual label.

Fans earn virtual Royalties based on song and artist performance and promotional activity with the goal of climbing the leaderboard. FanLabel monetizes those virtual Royalties in the FanLabel Marketplace, where users can combine Royalties with real cash to purchase artist merchandise, event tickets and more.

Download FanLabel from the app store [here](#); tune in to the Play the Music podcast [here](#) and stream FanLabel's Spotify playlists [here](#).