Breaking Data Reports 71% Increase in GIVEMESPORT Advertising Revenues for Fiscal Q1

September 5, 2017 - TORONTO, ONTARIO and LONDON, UK - Breaking Data Corp. **(TSXV: BKD and OTC: BKDCF) ("Breaking Data" or the "Company")** is pleased to report that its wholly-owned subsidiary Sports New Media Holdings Limited ("SNM"), owner of GIVEMESPORT, saw its fiscal 2018 first quarter Net Advertising Revenue increase by 71% in GBP, compared to the same fiscal period last year. The figures recognize the first full quarter of the Company's full ownership of GIVEMESPORT and are included in its Q1 financial filings on sedar.com.

GIVEMESPORT Total Net Advertising Revenue included in its unaudited management financial statements for fiscal Q1 2018 (and reported in USD) were $1.457 million USD, up from $959,380 USD in Q1 2017.

Quarterly Revenue

Period	Currency GBP	
Q1 fiscal 2018	£1,139,909	(+71% vs Q1 fiscal 2017)
Q4 fiscal 2017	£920,225	(+50% vs Q4 fiscal 2016)
Q3 fiscal 2017	£901,180	(+21% vs Q3 fiscal 2016)
Q2 fiscal 2017	£755,736	(+13% vs Q2 fiscal 2016)
Q1 fiscal 2017	£668,324	(-17% vs Q1 fiscal 2016)

Nick Thain CEO of Breaking Data Corp. said: "It's good to see the GIVEMESPORT team deliver four successive quarters of accelerating revenue growth compared with the same quarters from the previous year. This is a trend that we expect to continue in fiscal 2018.

"GIVEMESPORT continues to innovate at the intersection of tech and media, driving more than 1.3 million video streams to our Facebook-exclusive coverage of the PGA Golf Championships at Quail Hollow in August. We continue to view significant opportunities and partnership in social broadcasting of major sporting events. "

Corporate Update

The Company has retained Mackie Research Capital Corporation ("Mackie") to provide market making services to the Company in compliance with the guidelines of the TSX Venture Exchange (the "TSXV"). Mackie will trade shares of the Company on the TSXV for the purposes of maintaining an orderly market and improving the liquidity of the Company's shares.

In consideration for their services, the Company has agreed to pay Mackie $12,000 per month for a period of 5 months, which may be extended upon the mutual agreement of the Company and Mackie. In addition, Mackie will be granted 200,000 options, with each option exercisable into a common share of the Company for a period of 24 months based on the following exercise prices: 50,000 options - $2.50 per share; 50,000 options - $3.00 per share; and 100,000 options - $4.00 per share. There are no performance factors contained in the agreement. The Company and Mackie are unrelated and unaffiliated entities, but Mackie and/or its clients may have an interest, directly or indirectly, in the securities of the Company. The agreement is subject to regulatory approval.

Notes to editors: Breaking Data's fiscal year end is March 31st. The Company's reporting currency is USD and consequently the reported unaudited financial statement revenue increase in Q1 is 59% when taking into effect the foreign currency translation from all revenue in CAD and GBP to USD in comparative quarters. The quarterly results above are unaudited management results for fiscal 2018, and extrapolated from the annual audited results for fiscal 2017. The financial statements can be found on sedar.com. The foreign exchange rates used to convert GBP to USD are as follows:

Q1 fiscal 2018	1.2779
Q4 fiscal 2017	1.2386
Q3 fiscal 2017	1.2439
Q2 fiscal 2017	1.3135
Q1 fiscal 2017	1.4355

About Breaking Data Corp: breakingdatacorp.com
Breaking Data Corp. is a technology provider of a range of Artificial Intelligence services including; semantic search, machine learning and natural language processing ("NLP"). The Company's technology platform has many practical applications, in multiple business and consumer verticals that are immersed in massive media and data rich settings. The Company's showcase app, BreakingSports, utilizes semantic machine learning and NLP to track social media in a fully automated, real-time manner for significant sports information and events and distributes summarized information through real-time push notifications to consumers.

About GIVEMESPORT: givemesport.com
GIVEMESPORT, Breaking Data's recent acquisition, is a leading next generation sports media company with the largest single publisher Facebook page in the world, with over 26 million fans. The next largest single sports publisher Facebook page is ESPN with 15.2 million fans. GIVEMESPORT's content generates over 3.6 billion impressions (Feb-17), reaching over 138 million unique users (Feb-17) per month on Facebook alone. Visit GIVEMESPORT's Facebook page at facebook.com/GiveMeSport.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

Cautionary and Forward-looking Statements - Statements contained in this news release, which are not historical facts, are forward-looking statements that involve risk, uncertainties and other factors that could cause actual results to differ materially from those expressed or implied by such forward-looking statements. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. All forward-looking statements included in this news release are based on information available to the Company on the date hereof. Forward-looking statements are subject to known and unknown risks, uncertainties and other factors that could cause actual results of the Company to differ materially from the conclusion, forecast or projection stated in such forward-looking statements. These risks, uncertainties and other factors include, but are not limited to factors referenced in the Company's other continuous disclosure filings, which are available at sedar.com. Readers should not place undue reliance on these forward-looking statements. The Company assumes no obligation to update any forward-looking statements, except as required by applicable securities laws.

Contact:
David Berman CFO
905-761-9200
davidb@breakingdatacorp.com

Nick Thain CEO
nick@breakingdatacorp.com