

Frankly Announces Changes to Board of Directors

SAN FRANCISCO, CA, April 14, 2016 /CNW/ - Frankly Inc., (the "Company") (TSX-V: TLK) an integrated platform for brands and media companies to create, distribute, analyze and monetize their content across all of their digital experiences, announced today the appointment of Choong Sik "Samuel" Hyun and Jung Woo Sung to its Board of Directors (the "board"). Mr. Hyun and Mr. Sung will replace outgoing Directors Michael C. Lunsford and Jihwoo Kim. Mr. Hyun will also serve as Chair of the Company's Audit Committee. The Company's largest shareholder is an affiliate of SK Planet. The two departing directors and two new directors all hold positions within the SK Planet family of companies. The change is part SK Planet's annual reorganization of portfolio company directors.

"We thank Mr. Lunsford and Mr. Kim for their service, and we are pleased to have Mr. Sung return as a Director and to have Mr. Hyun join our Board," said Steve Chung, CEO of Frankly. "The Company will benefit greatly from the wealth of experience and insight that they bring."

Mr. Sung is currently CFO & Head of Corporate Development for a U.S. company of SK Planet. Mr. Sung's professional experience includes leadership positions in private equity at The Carlyle Group and Softbank Asia Infrastructure Fund. He was a member of the Board of Directors of WiderThan's, a NASDAQ-listed company, as well as a member of its Audit & Compensation Committees during its IPO.

Mr. Hyun has held various senior leadership roles within the SK family of companies and currently leads a team overseeing SK Planet's global portfolio companies. He has numerous years of experience in global business development and is an expert on cross-border mergers and acquisitions.

About Frankly: We build an integrated software platform for brands and media companies to create, distribute, analyze and monetize their content across all of their digital properties on web, mobile, and TV. Our customers include NBC, ABC, CBS and FOX affiliates, as well as top fashion brands, professional sports franchises and global organizations. Collectively, we reach nearly 80 million monthly users in the United States. The Company is publicly traded on the TSX Venture Exchange and trading under ticker "TLK." Frankly is headquartered in San Francisco with major offices in New York. To learn more, please visit www.franklyinc.com or email press@franklyinc.com.

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Notice regarding forward-looking statements:

This release includes forward-looking statements regarding Frankly and their respective businesses. Forward-looking events and circumstances discussed in this release, may not occur by certain specified dates or at all and could differ materially as a result of known and unknown risk factors and uncertainties affecting the parties. No forward-looking statement can be guaranteed. Except as required by applicable securities laws, forward-looking statements speak only as of the date on which they are made and Frankly undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.

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