

June 8, 2015



Viggle's MYGUY Fantasy Basketball Game Offers Real-Time Engagement During 2015 NBA Playoffs

MYGUY Is the Only Fantasy Game That Lets Users Coach While They Watch

NEW YORK-- Viggle Inc. (Nasdaq:VGGL), a mobile and web-based entertainment marketing platform for media companies, brands and consumers, is giving users of the Viggle app an extra reason to cheer during the 2015 NBA Playoffs with its MYGUY Basketball fantasy game. MYGUY Basketball lets users coach and play at the same time. Users playing MYGUY make game-time decisions just as the coach does courtside. If your first pick isn't performing or if a new hot hand is on the court, change your pick on the fly and earn more Viggle Points for a wide range of rewards.

Viggle users who played along with MYGUY Basketball earned more than 23 million Viggle Points during Game 1 of the NBA Finals on June 4, pitting the Cleveland Cavaliers versus the Golden State Warriors. Last night, during Game 2, Viggle users earned 22 million Viggle Points. Viggle users will also be able to play MYGUY Basketball during Games 3 and 4 on June 9 and June 11, as well as during additional games on June 14, June 16 and June 19 if the series continues.

Kyle Brink, SVP Product Development at Viggle, said, "Championship-level pro basketball is one of the fastest-moving, most exciting events in sports. We designed MYGUY Basketball to let Viggle users play right along with it. As the only fantasy basketball game where you can earn real rewards and change your players during the game, it brings that dynamic excitement right into your hands. No matter which team wins on the court, Viggle users who join in the game with MYGUY can be rewarded for their quick thinking and shrewd choices with Viggle points that can be redeemed for an impressive range of valuable items."

Viggle users can earn up to +10,000 Viggle Points per game during MYGUY Basketball. Each quarter of play is a bite-sized, real-time fantasy game, where your score is based on how well your chosen player performs in real time. At end of each quarter, you receive the Viggle Points you earned based on your MYGUY score for that quarter, and your MYGUY score and player selection resets for the next quarter. You select a player at the start of every quarter, and you must earn a MYGUY score of at least 50 to earn Viggle Points for any given quarter. Users with MYGUY scores in a quarter between 50-99 earn +500 Viggle Points; scores between 100-149 earn +1,000 Viggle Points; and scores 150+ earn +2,500 Viggle Points. Viggle users can redeem their Viggle Points for a wide array of movies, music, TV shows, gift cards, audiobooks, ebooks and more.

For more details on MYGUY Basketball and how to earn points during a game, click [here](#).

Forward-Looking Statements

This press release may contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements involve inherent risks and uncertainties that could cause actual results to differ materially from those projected or anticipated. All information provided in this press release is as of the date of this release. Except as required by law, Viggle Inc. undertakes no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

About Viggle

Viggle is an entertainment marketing and rewards platform whose app rewards its members for watching TV shows and discovering new music. The Viggle Platform had an average monthly total reach of 25.7 million for the three months ended March 31, 2015, including nearly 9.0 million Viggle registered users. Since its launch, Viggle members have redeemed over \$24 million in rewards for watching their favorite TV programs and listening to music. Members can use Viggle's store, accessible through the Viggle app or on Viggle.com, to redeem their Viggle Points for TV show, movie, and music downloads. In addition, Viggle operates Wetpaint, which offers entertainment and celebrity news online; NextGuide, maker of technology that helps consumers search for, find, and set reminders for TV shows and movies; and Choose Digital, a digital marketplace platform that allows companies to incorporate digital content into existing rewards and loyalty programs in support of marketing and sales initiatives. For more information, visit www.viggle.com or follow us on Twitter @Viggle.

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