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BTL Group Ltd.

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BTL Group Agrees to Partner With Fantasy 6 to Bring Blockchain Technology to Fantasy Sports Industry

VANCOUVER, BRITISH COLUMBIA--(Marketwired - Sept. 12, 2016) - BTL GROUP LTD. (TSX VENTURE:BTL) ("**BTL**" or the "**Corporation**") is pleased to announce it has agreed to enter into a strategic partnership with Fantasy 6 Sports Inc. ("**Fantasy 6**") (CSE:FYS) to create a suite of blockchain services designed specifically for fantasy sports companies.

The fantasy sports industry is fast growing, however, several high profile scandals in the fantasy sports space have highlighted the need for tools to bring trust and transparency to the industry which relies heavily on the trust and loyalty of its players.

The strategic partnership would see BTL and Fantasy 6 collaborating to develop a proprietary platform, SecurePlay, which will be the first of its kinds to leverage blockchain technology and smart contracts in ways which will transform how games, contests, and transactions are conducted and carried out in the fantasy sports industry. FansUnite.com, the fastest-growing social sports data company of its kind, is serving Fantasy 6 as its primary platform for games and contests and is using SecurePlay to ensure data integrity in their \$100,000,000 Pick 'Em Challenge announced this week.

"This is a natural strategic partnership and practical alignment for BTL given the Fantasy 6 commitment to best practices and client-centered processes in fantasy sports," said BTL Group Chief Executive Officer, Guy Halford-Thompson. "We are excited to be developing the SecurePlay platform which will be using our core blockchain technology. The platform will initially be going live with Fantasy 6-owned FansUnite.com, and then we anticipate it being implemented by other leading fantasy sports companies throughout North America and around the world."

Said Shafin Diamond Tejani, Chair & Chief Executive Officer of Fantasy 6, "We are thrilled to have the opportunity to work with our friends at BTL Group in ways in which we're convinced will generate significant added value and confidence in the fantasy sports industry. Our partnership will be focused on the implementation of blockchain technology in fantasy sports, beginning with security and transparency, and we see nothing but a very high ceiling indeed for the results of our collaboration with BTL."

Ray Walia, Chief Operating Officer of Fantasy 6 added, "Security has always been a fundamental tenet of our approach to fantasy sports and protecting both the integrity of our games and contests and our valued relationship with our players is a fundamental priority for our company. We believe the developmental output from our partnership with BTL Group will only take our commitment to security and transparency to the next level and consolidate our leadership position in the field."

ABOUT BTL

Operating from both Canada and the UK, BTL offers blockchain solutions to businesses across multiple industries. As per its recently announced project (see BTL's September 1, 2016 press release), BTL has built a prototype that showcases the capabilities of a blockchain based interbank payment network, built on BTL's core settlement and asset trading solution, Interbit.

Interbit is an open, multi-chain, asset settlement platform with a suite of APIs and smart contracts that allow entrepreneurs from across the world to participate and innovate to provide global access to fast, secure, and auditable financial and asset trading services.

With offices in Vancouver and Canary Wharf in London, BTL is positioning itself as a front-runner in the blockchain ecosystem, providing advice and knowledge to industry leaders.

ABOUT FANTASY 6

Fantasy 6 is a sports, entertainment and technology company which produces games, contests and other related products and experiences for fans around the world. Fantasy 6 currently offers a wide variety of daily, weekly and season-long contests across multiple professional sports leagues. The company also develops interactive fan engagement platforms for corporations, media, broadcasters and not-for-profit societies and charities. Its mission is to create new dimensions in fan engagement, experience and entertainment and it says its vision is the most knowledgeable, passionate and engaged generation of fans in history.

ABOUT FANSUNITE.COM

Operating as a division of Fantasy 6, FansUnite.com is a social sports data platform launched by three sports fans who wanted to take sports back to the global community of fans that fuel the industry. With contests such as its \$100,000,000 Pick 'Em Challenge, FansUnite.com says it cater to every type of fan. It adds that with a free virtual currency, members make their fantasy sports picks with zero monetary risk and are able to track their selections with the proprietary PickTracker. FansUnite.com offers a full-unedited look into the picking history of individual players and their peers. FansUnite Consensus literally allows members to see what the crowd is saying.

Certain statements in this release are forward-looking statements, which include further development of business relationships (including with Fantasy 6) and the development and success of BTL's technologies and products (including SecurePlay and its adoption in the fantasy sports industry), and other matters. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. Such information can generally be identified by the use of forwarding-looking wording such as "may", "expect", "estimate", "anticipate", "intend", "believe" and "continue" or the negative thereof or similar variations. Readers are cautioned not to place undue reliance on forward-looking statements, as there can be no assurance that the plans, intentions or expectations upon which they are based will occur. By their nature, forward-looking statements involve numerous assumptions, known and unknown risks and uncertainties, both general and specific, that contribute to the possibility that the predictions, estimates, forecasts, projections and other forward-looking statements will not occur. These assumptions, risks and uncertainties include, among other things, the state of the economy in general and capital markets in particular, the development of competitive technologies, the marketplace acceptance of BTL's technologies and products, and other factors, many of which are beyond the control of BTL. Forward-looking statements contained in this press release are expressly qualified by this cautionary statement.

The forward-looking statements contained in this press release are made as of the date of this press release. Except as required by law, BTL disclaims any intention and assumes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Additionally, BTL undertakes no obligation to comment on the expectations of, or statements made by, third parties in respect of the matters discussed above.

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

CONTACT INFORMATION

BTL Group Ltd.
Guy Halford-Thompson
Chief Executive Officer
+1 855 256 5246
guy@btl.co
www.btl.co



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