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Fantex, Inc. Files S-1 Registration Statement for Initial Public Offering

SAN FRANCISCO, Calif., Oct. 17, 2013 – Fantex, Inc. announced today that it has filed a registration statement on Form S-1 with the U.S. Securities and Exchange Commission (SEC) for a proposed initial public offering of a new tracking stock, Fantex Series Arian Foster Convertible Tracking Stock, that is linked to the economic performance and value of a brand contract between Fantex, Inc. and Arian Foster.* The tracking stock will be designated “Fantex Arian Foster.” Fantex, Inc. will be offering 1,055,000 shares of Fantex Arian Foster at a price of \$10.00 per share.

A registration statement relating to these securities has been filed with the Securities and Exchange Commission but has not yet become effective. These securities may not be sold nor may offers to buy be accepted prior to the time the registration statement becomes effective. The preliminary prospectus is available on the SEC's website located at <http://www.sec.gov>. Copies of the preliminary prospectus relating to this offering may also be obtained by calling toll-free 866-315-3482.

Fantex Brokerage Services, LLC, an affiliate of Fantex, Inc., is a registered broker-dealer and alternative trading system with the SEC and member of the Financial Industry Regulatory Authority (FINRA). It is the exclusive trading platform for tracking stocks that are issued by Fantex, Inc., including Fantex Arian Foster. Stifel, Nicolaus & Company, Incorporated, will act as the qualified independent underwriter for the offering.

This press release shall not constitute an offer to sell, or the solicitation of an offer to buy, nor will there be any sale of, these securities in any state or other jurisdiction in which such offer, solicitation or sale would be unlawful prior to the registration or qualification under the securities laws of such state or other jurisdiction.

*Fantex Arian Foster is intended to track and reflect the separate economic performance of the brand contract that Fantex, Inc. has signed with Arian Foster. However, holders of shares of Fantex Arian Foster will have no direct investment in that brand contract, associated brand or Arian Foster. Rather, an investment in Fantex Arian Foster will represent an ownership interest in Fantex, Inc. as a whole, which will expose holders to additional risks associated with any other tracking stock that Fantex, Inc. may establish and issue in the future. Fantex cannot assure you as to the development or liquidity of any trading market for the Fantex Arian Foster tracking stock.

About Fantex Holdings

Based in San Francisco, Fantex Holdings serves as the parent company to both Fantex, Inc. and Fantex Brokerage Services. Fantex, Inc., is a brand building company, which purchases a minority interest in an athlete brand and works to increase the value of this brand. In order to fund the purchase, Fantex, Inc. develops a tracking stock that is linked to the economic performance of the

brand. The tracking stock is to be offered pursuant to a registration statement filed with the Securities and Exchange Commission.

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