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**Fantex, Inc. Announces Reservation Period for
Fantex Vernon Davis to Begin January 30th**

SAN FRANCISCO, Calif., Jan. 28, 2014 – Fantex, Inc. announced today that the reservation period for Fantex Series Vernon Davis Convertible Tracking Stock (“Fantex Vernon Davis”)* will begin on Jan. 30, 2014 at 12:01am ET. Fantex, Inc. will be offering 421,100 shares of Fantex Vernon Davis at a price of \$10 per share.

The opening of this reservation period marks Fantex Inc.’s first Initial Public Offering (IPO). For investors, this is the first ever opportunity to buy shares in a tracking stock linked to the value and economic performance of a brand contract between Fantex, Inc. and Vernon Davis.

Fantex, Inc. is launching a Road Show bus tour. Riding a former “Madden Cruiser,” this cross-country bus tour will stop in cities across the United States to educate the public about Fantex, Inc. and the Fantex Vernon Davis tracking stock.

A registration statement relating to these securities has been filed with the Securities and Exchange Commission (“SEC”) but has not yet become effective. These securities may not be sold nor may offers to buy be accepted and no part of the purchase price can be received prior to the time the registration statement becomes effective, and any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time prior to notice of its acceptance given after the effective date. The preliminary prospectus is available at <https://fantex.com/fantex-vernon-davis-215595/prospectus>. Copies of the preliminary prospectus relating to this offering may also be obtained by calling toll-free 866-315-3482.

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 Vernon Davis is intended to track and reflect the separate economic performance of the brand contract that Fantex, Inc. has signed with Vernon Davis. However, holders of shares of Fantex Vernon Davis will have no direct investment in that brand contract, associated tracking series brand or Vernon Davis. Rather, an investment in Fantex Vernon Davis 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 Vernon Davis tracking stock.

This offering is highly speculative and the securities involve a high degree of risk. Investing in shares of Fantex Vernon Davis should only be considered by persons who can afford the loss of their entire investment.

About Fantex Holdings

Based in San Francisco, Fantex Holdings, Inc. serves as the parent company to both Fantex, Inc. and Fantex Brokerage Services, LLC. Fantex, Inc. is a brand building company that purchases a minority interest in an athlete brand and works to increase the value of the brand. In order to fund the purchase, Fantex, Inc. develops a tracking stock that is linked to the economic performance of the brand. Fantex Brokerage Services, LLC is the exclusive trading platform for tracking stocks that are issued by Fantex, Inc.

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