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**Fantex, Inc. Kicks Off National “Road Trip” to Launch Initial Public Offering  
Road Show for Fantex Vernon Davis**

San Francisco-based Company Hits the Road in Former Madden Cruiser

SAN FRANCISCO, Calif., Feb. 3, 2014 – Today, Fantex, Inc. launched its first IPO Road Show aimed at individuals across the country interested in investing tracking stocks linked to the value and performance of an athlete’s brand. Fantex’s executive team will be taking a cross-country trip in a former “Madden Cruiser,” making stops in nearly a dozen cities to speak with potential investors.

The eleven-day tour starts today, Feb. 3, in the Bay Area, with a kickoff event on San Jose’s Santana Row, as well as an event in Fantex’s home city, San Francisco, California the next day, on Feb. 4. From there, the bus will travel east, stopping in some of the nation’s top sports cities. Planned tour stops include:

- Monday, Feb. 3: San Jose, CA
- Tuesday, Feb. 4: San Francisco, CA
- Wednesday, Feb. 5: Los Angeles, CA
- Thursday, Feb. 6: Las Vegas, NV
- Friday, Feb. 7: Denver, CO
- Saturday, Feb. 8: Kansas City, MO
- Sunday, Feb. 9: Chicago, IL
- Monday, Feb. 10: Columbus, OH
- Tuesday, Feb. 11: Pittsburgh, PA
- Wednesday, Feb. 12: Philadelphia, PA
- Thursday, Feb. 13: Boston, MA
- Friday, Feb. 14: New York, NY

Open to everyone, those interested in attending the events can register at <http://fntx.co/fantexroadtrip>. At the events, the Fantex team will help educate the public about Fantex, Inc. as well as the Fantex Vernon Davis Convertible Tracking Stock (“Fantex Vernon Davis”).\*

On Jan. 30, Fantex opened the reservation period for Fantex Vernon Davis, and Fantex, Inc. will be offering 421,100 shares of Fantex Vernon Davis at a price of \$10 per share.

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price can be received prior to the time the registration statement becomes effective, and any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time prior to notice of its acceptance given after the effective date.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 <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.

**About Fantex**

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.

\*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.

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.

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