



**Intelligent Content Enterprises Inc.**

**ICE Announces Addition of 32 New Content Websites on Digital Widget Factory**

**Toronto, Canada March 8, 2016 – INTELLIGENT CONTENT ENTERPRISES INC.** (OTCQB “ICEIF”) (“ICE” or the “Corporation”), announces that its wholly owned subsidiary Digital Widget Factory Inc. (“DWF”), is launching through its global, multi-lingual online creation, proprietary management and advertising platform, an additional 32 new websites, bringing the total number to 332 sites. The new websites are focused in the areas of Entertainment, News, Media and Sports.

DWF operates an expanding portfolio of web sites under the primary URL [www.digiwidgy.com](http://www.digiwidgy.com) that powers user and advertising engagement programs in the US, Canada, Asia, Middle East, Europe, Central and South America in over 50 languages in real-time to desktop, mobile and portable devices.

Through its intelligent content technology, DWF’s platform evaluates user engagement and site follow through and based on those assessments recommends which content channels achieve the popularity standards of a stand-alone DWF site and then recommends their launch to the expanding portfolio of DWF websites. The new sites include those dedicated to LeBron James, The Ellen Show, various award shows, the NFL and others.

DWF focuses on high value topics where people around the world can consume content in their native language through DWF’s proprietary technology, enabling content to be published and consumed in a myriad of languages without human intervention and creating significant economies of scale in the online content sector. Advertisers can create opportunities based on both language and location, monetizing across a wide range of demographics, creating revenue opportunities for DWF and themselves through a single platform.

With over 3 billion internet users worldwide, approximately 73% or 2.19 Billion people are engaging online in a language other than English, (Source: Common Sense Advisory). The top 10 languages (English, Chinese, Spanish, Arabic, Portuguese, Japanese, Russian, Malay, French and German) account for 78% of all internet users online today (Source: Internet World Stats).

More than 72% of consumers say that they are likely to purchase online if the experience is in their preferred language (Source: Common Sense Advisory). DWF’s technology provides the ability to localize both language and advertising separately providing solutions that truly engage the user both in their language and their location.

For further information, please contact:

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