



# Intelligent Content Enterprises <sup>inc.</sup>

## **DoubleTap Daily Inc. Signs Contract With Sports Illustrated's Newest Face Myla Dalbesio & Original Video Content Creator Interesting S-word**

**TORONTO, ON / ACCESSWIRE / April 3, 2017 / INTELLIGENT CONTENT ENTERPRISES INC. (OTCQB: ICEIF, CSE: ISP) ("ICE" or the "Company")** is pleased to announce that its wholly owned subsidiary, DoubleTap Daily Inc. ("DoubleTap"), has signed a new weekly columnist, Myla Dalbesio, as well as signed an original video content provider, Interesting S-word, on a limited engagement to [www.DoubleTap.co](http://www.DoubleTap.co) which is its own, in-house developed, technology based digital media platform.

[www.DoubleTap.co](http://www.DoubleTap.co) is expressly not incorporated by reference into this press release.

In addition to being a contributing columnist for Elle Magazine, Myla Dalbesio is the trending campaign star of both renowned fashion brand Calvin Klein and the iconic Sports Illustrated. Myla is one of the fastest growing Instagram stars in the industry, expected to soon exceed 100,000 followers as millennials especially appreciate her vision. Myla's extensive writing reflects her deeply seated passion for female empowerment and body diversity. Myla has incredible creative diversity and artistic skills with the unique, in our opinion, versatility of being one of the industry's leading lingerie models as well as one of the industry's leading voices for feminism – a true woman of the renaissance. Myla identifies as a “multi-disciplinary visual artist” and has produced numerous performance art shows of her own as well as curated, You Can Call Me Baby an award winning all female art show, “aimed to reclaim symbols traditionally used to undermine women”. Myla has published 2 books, Born Rich and Studies of Ecstasy. She recently launched, Our Stories Ourselves, which serves as a “non-partisan space for women to share their experiences”.

Ritwik Uban, President of DoubleTap stated, “Myla's life and work embodies the influence of art and literature as a contemporary woman in today's society. We are pleased that Myla has selected [www.DoubleTap.co](http://www.DoubleTap.co) as a forum to express her vision to others. We expect that as her perspective continues to resonate with millennials today our collective audience will grow accordingly.”

Interesting S-Word, is a leading video content creator, having association in the past with notable digital media companies such as Upworthy. With a following of over 165,000 fans on Facebook, Interesting S-Word is led by a notable industry expert whose skills in content creation and distribution has resulted in numerous successful acquisitions of his brands over the years.

Mr. Uban, further stated, “Interesting S-Word is just like it sounds, interesting things that we post on [www.DoubleTap.co](http://www.DoubleTap.co) that just take a moment to follow and will elicit a response – like a smile or laugh or tweak an interest, provide an explanation, or inspire one to look further. In any event, it will be a unique feature to [www.DoubleTap.co](http://www.DoubleTap.co) and we are pleased to offer it to our growing audience.”

With the successful launch of the [www.DoubleTap.co](http://www.DoubleTap.co) website, our positive user reception indicates that our DoubleTap brand is trending. Our management contends that continued partnerships with key influencers like Myla Dalbesio and unique content acquisitions like Interesting S-Word, sets www.DoubleTap apart from others and serves DoubleTap's focused strategy to drive revenues with quality partners and recognized brands through our technologies and services that are currently delivering Content, Social & Digital Media, to create exceptional eCommerce and Advertising opportunities.

#### *About Intelligent Content Enterprises Inc.*

*Intelligent Content Enterprises Inc. is an emergent Media and Internet company that focuses on the experience of the website user. ICE's strategy is to drive revenue through technologies and services that deliver Content, Social and Digital Media, eCommerce and Advertising.*

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