



Hatch Interactive Technologies Corp.

February 04, 2016

Hatch Interactive Technologies To Start Filming For Fandom Sports App Vancouver, Canada (February 04, 2016) - Hatch Interactive Technologies Corp. ("Hatch" or the "Company") (CSE:HAT)

Hatch Interactive Technologies' foremost product offering, Fandom Sports is a fan focused sports app. Fandom Sports is kicking off its media production arm with 2 separate film shoots in Los Angeles and Anaheim, California at a sporting event as well as a popular fan filled venue.

"To be able to engage fans on camera and give them a platform to voice their opinions about the sports and athletes that they love or hate is something the app drives itself on." states Blair Naughty, CEO of Hatch Interactive Technologies. "Super Bowl is the most watched TV sporting event in the world. We felt that this highly energetic weekend in sports was the best timing for us to kick start our media production for Fandom Sports."

Royce Clayton, a former MLB All Star and the Founder and CEO of Musiq Locker, will act as the on camera host for the inaugural Fandom Sports shoots; one outside the Phoenix Coyotes/Anaheim Ducks game at the Honda Centre on Friday February 5, and one at Buffalo Wild Wings Sports Bar (BWLD-NASDAQ) in Inglewood, California on Super Bowl Sunday (February 7th).

"As a 16-year MLB veteran, I know how passionate fans are about their favorite player or team. To be able to insert myself right there with the fans is something I am excited about being part of. Fandom Sports will be a fantastic platform for the fans and ex athletes to be really heard amongst their peers. I see it as an "American Idol" for sports fans, if you will." says Clayton.

The Fandom Sports app is currently in closed beta testing and is expected to be released into the iTunes and Google Play stores in Q2 2016.

The Fandom Sports app will include both short and long form content from all different sport genres, primarily from the point of view of the fan.



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About Hatch Interactive Technologies Corp.

Hatch Interactive Technologies is an aggregator, curator and producer of unique fan-focused content offered on a category-specific, social network and delivered through a companion mobile app. We tap into the passion of fans by providing an engaging social platform for the world's most enthusiastic sports fans to share, compare, bitch, moan, whine, gloat and trash talk about the sports, teams, players, fans and owners they love, hate and love to hate. Our unique approach will blend curated content with user-generated content while providing access to athletes and celebrities both on-line and at local sponsored events.

To find out more about Hatch, please contact investor relations at 604-346-7613. You may also visit the Company's website at www.hatchitech.com.

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On Behalf of the Company

"Blair Naughty"

Blair Naughty, CEO

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The Company has no intention or obligation to update or revise any forward looking statements due to new information or events.