



Hatch Interactive Technologies Corp.

Hatch Shareholder Update

Vancouver, British Columbia –February 25, 2016; Hatch Interactive Technologies Corp. (CSE: HAT) (“Hatch Interactive” or the “Company”) is pleased to provide the following Corporate Update to Shareholders.

The previously announced video shoots held February 4-6, 2016 at the Anaheim Ducks game and at Buffalo Wild Wings in Los Angeles, California were an enormous success. The success of these video shoots, and the way the Company was received, more than validated our proof of concept within the sports fan vertical.

Blair Naughty, CEO of Hatch Interactive states, "We were able to create some fantastic content as a result of these shoots in Los Angeles with Royce Clayton. It reinforces all of the core beliefs on which the Company based Fandom Sports. People like to express their views and argue about sports. People think their opinions are valid. People want the world to hear what they have to say. Much like an American Idol, where you see 10,000 people on the street awaiting a chance to sing in front of a camera; some of the people which Fandom Media conversed with on camera were very knowledgeable, some were funny and some were just plain entertaining. It is evident that the final product produced quality entertainment which our Company can continue to create at a very marginal cost while attracting advertising and sponsorship dollars. The Fandom Media Groups' "Fan Cam" will steer users to the Fandom Sports App. It will also become a standalone revenue producing product offering."

The Company also wishes to announce the resignation of Damien Reynolds as Chairman of the board. The board of directors thank Mr. Reynolds for his contributions and wish him all the best in his future endeavors.

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, CEO

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The CSE has not reviewed and does not accept responsibility for the adequacy and accuracy of this information. This news release may contain forward-looking statements. These forward-looking statements do not guarantee future events or performance and should not be relied upon. Actual outcomes may differ materially due to any number of factors and uncertainties, many of which are beyond the Company's control. Some of these risks and uncertainties may be described in Infinity's corporate filings (posted at www.sedar.com).

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