



## Royce Clayton, Ex-MLB All Star Player to Join Hatch Advisory Board

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**Vancouver, British Columbia – May 3, 2016; Hatch Interactive Technologies Corp. (CSE: HAT) (OTC: HTTRF) (FRANKFURT: TQ42) (“Hatch Interactive” or the “Company”)** is pleased to announce the appointment of Royce Clayton to the Hatch Advisory Board effective immediately.

Mr. Clayton was drafted by the San Francisco Giants in 1988, the 15<sup>th</sup> pick overall in the first round of the draft. Mr. Clayton spent 17 seasons playing for 11 different teams, including the San Francisco Giants, St. Louis Cardinals, Texas Rangers, Toronto Blue Jays, Boston Red Sox and the Arizona Diamondbacks. In 1997, Royce was selected to represent the St. Louis Cardinals at the Major League Baseball All-Star Game. He was awarded a World Series ring in 2007 when the Boston Red Sox won the World Series.

After retiring from MLB, Mr. Clayton started considering his options. Recognizing the potential to merge baseball with other forms of entertainment, he began looking at ways to combine the game he loved with his passion for music.

In 2013, during celebrity softball games and appearances with buddies Snoop Dog and LL Cool J, Royce conceptualized and developed the customized at-bat music for players which led to the formation of MUSIQ Locker.

MUSIQ Locker signed an exclusive deal with the MLB Players Association to produce custom walk-up songs for every interested major leaguer. Royce’s company recently produced songs for Chris Carter and Jimmy Rollins, and has tunes for David Ortiz, George Springer, Mike Trout and Michael Brantley in the pipeline. (Excerpt from Rolling Stone Magazine December 11, 2015)

Mr. Clayton played the role of Oakland A’s shortstop Miguel Tejada in the movie Moneyball, the 2011 American biographical sports drama starring Brad Pitt.

The addition of Mr. Clayton to Hatch’s advisory board along with his “inside knowledge” of the sports world will be significant resource for Hatch and the Fandom Sports App, as well as the development of further media initiatives that the company intends to launch in 2016.

Royce Clayton commented, “When I was first told about the Fandom Sports App I was very intrigued. I see the vertical of sports argument and debates as under-monetized, I also see the main stream media as well as social media is comprised of a lot of noise and banter without any structure. In this environment a winner or a loser can’t be identified and nobody has their voice heard, there’s no conclusion. Fandom and the complimentary media initiatives Hatch is developing will finally make this a thing of the past. Additionally, there are a multitude of ex-

athletes that have so much to say and offer in an environment like the one Fandom provides. Main stream media doesn't offer a platform for the opinions and knowledge of these athletes have of the sports they played to be heard unless it conforms to what the network wishes to air. The leagues also monitor what the networks content. The relationship between the networks and the athletes is a delicate one, as a result the fans never get to hear the "real" side of sports and the opinions of those who know the sport best."

CEO Blair Naughty states, "We are extremely pleased to have Royce Clayton join Hatch Interactive Technologies advisory board. After meeting Royce and explaining our vision, I could immediately see he was excited and passionate about the initiatives we have set out to achieve at Hatch. There are many synergies that we can expand on with Royce Clayton in the world of Sports Arguments and content creation in the sports media arena. We look forward to having Royce, and his vast knowledge of the sports media landscape, working alongside our team to produce top quality content and marketing initiatives around the launch of the Fandom Sports App and the related media platforms."

### **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, 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](http://www.hatchitech.com).

On Behalf of the Company

"Blair Naughty"  
Blair Naughty, CEO

### **For additional information:**

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