



Hatch Interactive Technologies Corp.

DJ SKEE Joins the Board of Directors of Hatch Interactive Technologies Corp.

May 9, 2016

CSE: HAT
OTC: HTTRF
FRANKFURT: TQ42

Vancouver, British Columbia – May 9, 2016; Hatch Interactive Technologies Corp. (CSE: HAT) (OTC: HTTRF) (FRANKFURT: TQ42) (“Hatch Interactive” or the “Company”) is pleased to announce the appointment of Scott Keeney, better known by his stage name DJ SKEE to the Board of Directors.

Born in New York City and living in every corner of the country as a child, DJ SKEE started his broadcast career on the radio at the age of 16 in Minneapolis, MN. He is recognized as one of the most influential figures in today’s entertainment business by both Forbes & Billboard magazine, DJ SKEE is carving a new definition for what a DJ is. With a thriving career as an entertainer and multiple ventures under his umbrella, DJ SKEE is at the forefront of popular culture. As an entrepreneur and digital pioneer, he founded the biggest all original digital broadcast platform in the world, **Dash Radio**. During, his career, DJ SKEE has worked with almost every major sports league, from the MLB to the NFL to the NBA.

In raw numbers, DJ SKEE has generated over one billion media impressions in under a decade, and has a network of over 500,000 social network followers. DJ SKEE can be heard daily on the radio, seen performing at the biggest events across the world, heard scoring movies & video games or remixing today’s biggest artists, running a record label, production company, and marketing agency. He can also be seen on his hit FUSE TV show SKEE LIVE, with the likes of Mark Cuban, Ryan Seacrest, Snoop Dogg, Jooba Loc, Cozz, Travis Mills, JMSN, JOJO, Joey Bada\$\$, Skizzy Mars and more. DJ SKEE has been featured on AEG, MTV, FOX, CNN, CBS, KTLA, BET, NBC, NUVO, and CAA television networks.

In 2014, DJ SKEE hosted GRAMMY Live backstage at the 56th Annual Grammy Awards, doing the official first interviews with the winners as they walked off stage for CBS.

Outside of his career as a DJ and personality, DJ SKEE is active as an entrepreneur being named one of Billboard Magazine’s influential “Power Players: 30 Under 30” in the August 21, 2010 issue. DJ SKEE was also named as an honorable mention Forbes Magazine’s influential “Power Players: 30 under 30” in 2012.

Known as the man behind the entire marketing campaigns and promotions for the popular T-Mobile Sidekick in the mid-2000s, DJ SKEE has orchestrated campaigns for the launch of the Chrysler 300 & Dodge Magnum in 2004, Google’s Android Platform, nearly every major record

label in the world, and more. DJ SKEE also has been active in the sports space writing for ESPN and working with athletes and sports leagues including Adrian Peterson, Kevin Durant, Clayton Kershaw, Jamaal Charles, Floyd Mayweather, the NHL, MLB, and more. In 2011, the Los Angeles Lakers used DJ SKEE's Purp & Yellow (SKEETOX Remix) as the theme song for the season and may have been one of the most public examples of his works blurring the lines between sports and music. Its accompanying music video debuted at #1 on MTV.com.

"Sports and music go hand-in-hand," DJ SKEE explains. "It's one of the key pillars of our culture, of our lives. I've been hooked on sports since I was six years old and the Twins won the World Series back in 1991. So, I believe that the blueprint to success is merging sports, music and marketing. What Hatch is working towards will change the world of sports and media and the way fans communicate with each other and athletes. I am very excited to be joining the team at Hatch and Fandom Sports and have many great ideas in mind on how to launch this app and other media initiatives the company is looking to roll out in 2016."

Blair Naughty CEO of Hatch stated, "We are very fortunate to have DJ SKEE join the Hatch Interactive team as we grow our app Fandom Sports and our other media properties. DJ SKEE is very knowledgeable and experienced concerning the idiosyncrasies of dealing with sports and music and media, and will offer Hatch Interactive a competitive advantage going forward with his tremendous talent and knowledge. As a public company, with a focus on offering direct investment exposure to the sports world, we feel the addition of DJ SKEE will prove to be invaluable as the Company grows and branches into other areas in sports and entertainment industry."

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 .

On Behalf of the Company

"Blair Naughty"

Blair Naughty, CEO

For additional information:

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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.

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