



Hatch Interactive Technologies Corp.

## Hatch and its Fandom Sports App Will be Marketing at the MLB All-Star Game at Petco Park, San Diego

July 6, 2016

CSE: HAT  
OTC: HTTRF  
FRANKFURT: TQ42

**Santa Monica, California – July 6, 2016; Hatch Interactive Technologies Corp. (CSE: HAT) (OTC: HTTRF) (FRANKFURT: TQ42)** (“Hatch” or the “Company”) is pleased to announce its marketing initiative with Major League Baseball (MLB) at this year’s 87th All-Star Game also known as the “Midsummer Classic”, being played July 10-12, 2016, at Petco Park, San Diego, California. As this year’s game is being held in San Diego’s Petco Park, former Padres legends Trevor Hoffman and Dave Winfield have been selected as official spokespeople of the 2016 All-Star Game.

The Company’s Fandom Sports App has taken a full page advertisement in the MLB All-Star Game Commemorative Souvenir Program with initial print distribution of 200,000 copies. The program is available to fans over the three days at events including the Budweiser MLB All-Star Concert Series with Onerepublic, Tori Kelly, and Gwen Stefani, the MLB All-Star Fanfest at the San Diego Convention Center, the MLB All-Star Legends & Celebrity Softball Game and MLB.com’s Home Run Derby 16, presented by T-Mobile.

On Sunday July 12<sup>th</sup>, the 2016 All-Star Game presented by MasterCard will be played in front of 42,500 fans at San Diego’s Petco Park and will be broadcast live on the FOX network.

In addition, the Souvenir Program will be made available nationwide at major newsstands, bookstores, retail outlets, drug stores, supermarkets, airports, and online at MLBShop.com at a cover cost of \$15.

Blair Naughty, CEO of Hatch stated, “We are very privileged to be involved with MLB and this iconic sporting event along with the fans and players for these interactive game debates using the Fandom Sports app in baseball crazy America.”

### **PROPOSED NAME CHANGE**

Shareholders of record will be asked to approve changing the Company’s name to Fandom Sports Media Corp. at this years’ Annual General and Special Meeting to be held on July 21, 2016.

**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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### **DISCLAIMER:**

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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.*