



Hatch Interactive Technologies Corp.

Hatch Announces the Creator of Girly Locker Room, Jackie James to the Company's Advisory Board

July 12, 2016

CSE: HAT
OTC: HTRF
FRANKFURT: TQ42

Santa Monica, California – July 12, 2016; Hatch Interactive Technologies Corp. (CSE: HAT) (OTC: HTRF) (FRANKFURT: TQ42) (“Hatch Interactive” or the “Company”) is pleased to announce the appointment of Jackie James to the Company's Advisory Board.

Jackie James is the Creator and Host of Girly Locker Room, a sports and entertainment show focused on promoting the pop culture side of the games while defeating stereotypes and connecting an unlikely audience to traditional sports fans and athletes. Girly Locker Room translates the world of sports to the masses in fun and relatable ways. As an active influencer and catalyst of change, Jackie's fresh perspective amplifies the way sports are received while strengthening and empowering the athletic community.

Jackie James commented, "Girly Locker Room is a living documentation of my unconventional journey to becoming a sports fan while sharing experiences, mistakes, and lessons learned along the way."

CEO Blair Naughty states “We are very pleased to be able to add Jackie to our team here at Hatch. Jackie is a very passionate and hardworking journalist/media professional that offers many unique perspectives. She has created some very groundbreaking media initiatives in the sports and media world and we look forward to working with her to build on the Fandom Sports Media brand.”

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:

Hatch Interactive Technologies Corp.

Blair Naughty

Tel: 604-346-7613.

Email: info@hatchitech.com

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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 the Company'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.

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