



Hatch Interactive Technologies Corp.

Hatch Announces Digital Media Executive Sheila Romana to the Company's Advisory Board

July 19, 2016

CSE: HAT
OTC: HTRF
FRANKFURT: TQ42

Santa Monica, California – July 19, 2016; Hatch Interactive Technologies Corp. (CSE: HAT) (OTC: HTRF) (FRANKFURT: TQ42) (“Hatch Interactive” or the “Company”) is pleased to announce the appointment of digital media executive Sheila Romana to the Company's Advisory Board.

With over 20 years' experience in marketing & publicity, Sheila is a veteran at targeting male audiences and sports fans. As a former marketing executive at NBC, Sheila oversaw development and execution of large-scale national advertising campaigns for MSNBC, MSNBC.com, NBC Cable Networks, CNBC.com, and the NBC Olympic coverage.

As head of her own company, Romana Marketing Solutions | RMS, she has led campaigns for UFC, "The Walking Dead", "Black Sails", "Inglorious Basterds" and dozens of independent horror, action and sci-fi movies, and other male-skewing genres. Sheila graduated with a BBA, Marketing from the University of Wisconsin-Milwaukee - Lubar School of Business and holds an MBA from Arizona State University - W. P. Carey School of Business.

Sheila Romana commented, "With my experience in sports, film and television marketing, I look forward to bringing custom marketing solutions and digital cross-promotional campaigns to the Fandom Sports App."

CEO Blair Naughty states "Sheila is a very passionate marketing professional that offers advertising, marketing strategy, promotion, and product management. She has created some very innovative marketing initiatives in the sports and digital 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 the Fandom Sports Media 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.