



Global online poker platform, BLITZPOKER, gains immediate traction

Toronto, ON – August 20th, 2020 – i3 Interactive Inc. (“**i3 Interactive**” or the “**Company**”) (CSE: BETS) (FRA: F003), is pleased to announce that the Indian poker brand, FTR Poker, which the Company is in the midst of acquiring interests in pursuant to the terms of the definitive agreement (“**Definitive Agreement**”) outlined in the previously announced press release on August 10, 2020, is gaining traction in India (the “**Proposed Acquisition**”). Upon completion of the Proposed Acquisition, the Company intends to operate under a new identity, BLITZPOKER.

Following the Proposed Acquisition, BLITZPOKER will run on one of the largest networks in India, a network with over a million registrations and over 75,000 active users. The imminent acquisition of this well-known brand, that has been in the market for close to 5 years, generates excitement for Company as this asset offers great potential for exponential growth.

BLITZPOKER has grown over 5 times in net profit within the last 12 months and with the popularly known ‘King of Instagram’ Dan Bilzerian’s (“**Mr. Bilzerian**”) involvement, the Company anticipates further growth. CEO Chris Neville said “In India, Dan Bilzerian has over 7 million social media followers and over the weekend we launched his first marketing initiative where blitzpoker.com plans to host the largest free to enter poker tournament with the largest prize pool ever to be offered in India. BLITZPOKER has been growing at 30-40% per month in the last quarter and has added 40,000 new customers. This type of growth is unheard of without 7-8 figure marketing spends” said Neville. The CEO also said “We are hopeful that Dan’s influence and brand will allow the company to grow into one of the biggest international gambling companies before 2021-2022.”

Mr. Bilzerian, said, “On my last visit to India I saw a lot of potential for poker to grow in India as a game. The entrance of BLITZPOKER in the country is a sign of confidence in that belief. I’m looking forward to the response of the Indian poker player community in India.”



In addition to Mr. Bilzerian, top celebrities including Disha Patni, Malaika Arora, Neha Sharma, and Mouni Roy, who have impressive Instagram followings of 38.1 million, 11.2 million, 10.8 million, and 13.6 million, respectively, have all recently posted promotional posts for BLITZPOKER. The Company has engaged over 50 celebrity and influencer personalities, bringing BLITZPOKER to the attention of approximately 110 million Instagram followers. With the addition of Mr. Bilzerian's notable audience, the Company is able to bring its reach to over 142 million on the Instagram platform alone.

BLITZPOKER will provide a variety of games for both professional and recreational players is offered with the brand featuring several zero buy-in tournaments and special bonuses and weekly giveaways for first time players.

ABOUT I3 INTERACTIVE INC.

The Company is in the business of providing customers with an online and mobile gaming platform which will provide sports fans worldwide with a unique and highly-engaging social gaming product, and sports betting and casino product offering. In an effort to break into the various emerging global markets, i3 has secured partnerships with key industry contacts, including Dan Bilzerian, an internationally renowned and widely respected social media celebrity with over 50 million social media followers.

For additional information on the Company:

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Forward-Looking Statements

This press release contains forward-looking statements within the meaning of applicable Canadian securities laws. Forward-looking statements are often, but not always, identified by the use of words such as “seek”, “anticipate”, “believe”, “plan”, “estimate”, “expect”, “likely” and “intend” and statements that an event or result “may”, “will”, “should”, “could” or “might” occur or be achieved and other similar expressions. The forward-looking statements in this press release include statements relating to the projections for growth in the Indian online gaming market, the Company’s ability to close the Proposed Acquisition and re-launch FTR Poker as Blitzbet, the projections for growth in Blitzpoker’s profit, the Company’s anticipation regarding the Company becoming the biggest international gambling company before 2021-2022, Mr. Bilzerian’s ability to generate traction with players and fans, the Company’s projections for growth in the Indian market, and the Company’s plans to feature zero buy-in tournaments and



*the offering of special bonuses. Forward-looking statements are subject to business and economic risks and uncertainties and other factors that could cause actual results of operations to differ materially from those contained in the forward-looking statements, including, without limitation, (i) the costs of compliance with and the risk of liability imposed under the laws of the jurisdictions in which the Company is operating or will operate (the “**Operating Jurisdictions**”) including gambling laws and regulations, sports betting laws and regulations and mobile or online gambling and sports betting laws and regulations, (ii) negative changes in the political environment or in the regulation of mobile and online sports betting or gambling and the Company’s business in the Operating Jurisdictions, (iii) risks relating to COVID-19 (iv) negative shifts in public opinion and perception of the gambling industry, (v) significant competition in the industry, (vi) risks of product liability and other safety-related liability as a result of usage of the Company’s planned gambling and betting products, (vii) loss of intellectual property rights or protections, (viii) cybersecurity risks, (ix) constraints on marketing products, (x) fraudulent activity by employees, and (xi) risk of litigation. Readers are cautioned not to place undue reliance on forward-looking statements as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Readers are further cautioned that the assumptions used in the preparation of such forward-looking statements (including, but not limited to, the assumption that (i) the Company will be able to execute on its business plan as anticipated, including its ability to maintain a relationship with Dan Bilzerian, (ii) the Company’s financial condition and development plans do not change as a result of unforeseen events, (iii) there will continue to be a demand, and market opportunity, for the Company’s product offerings, (iv) the Company will be able to establish, preserve and develop its brand, and attract and retain required personnel, and (v) current and future economic conditions will neither affect the business and operations of the Company nor the Company’s ability to capitalize on anticipated business opportunities) although considered reasonable by management of the Company at the time of preparation, may prove to be imprecise and result in actual results differing materially from those anticipated, and as such, undue reliance should not be placed on forward-looking statements. The forward-looking statements included in this press release are made as of the date of this press release and the Company does not undertake an obligation to publicly update such forward-looking statements to reflect new information, subsequent events or otherwise unless required by applicable securities laws. Forward-looking statements, forward-looking financial information and other metrics presented herein are not intended as guidance or projections for the periods referenced herein or any future periods, and in particular, past performance is not an indicator of future results and the results of the Company in this press release may not be indicative of, and are not an estimate, forecast or projection of the Company’s future results. Forward-looking statements contained in this news release are expressly qualified by this cautionary statement.*