



i3 announces BLITZPOKER's, largest India Biggest Online Poker Event, the IOPC

Toronto, ON – January 20th, 2021 – i3 Interactive Inc. (“**i3 Interactive**” or the “**Company**”) (CSE: BETS) (FRA: F003) - Since its launch in August of last year, **BLITZPOKER**, majority owned by i3 Interactive Inc, has established itself as a premier destination for poker players of all skill levels with a particular focus on welcoming new players to poker. Determined to start the New Year with a bang, BLITZPOKER has launched the [Indian Poker Online Championship \(IOPC\)](#). This year, the IOPC features a guaranteed prize pool of INR 28 crores (almost \$4MM USD) - making it India's biggest online poker event. The tournament officially started on the 14th of January and is right now ramping into the most exciting parts of the event, which will conclude on 31st January 2021 with the main event “**IOPC the Crown**” with a **3.5Crore prize pool**.

Tapping into and further growing the already exploding gaming market in India, BLITZPOKER has established a foothold within the poker community, continuing its rapid growth since its launch. With its unique tournaments and competitions, BLITZPOKER has seen overwhelming adoption as the market has responded to its brand positioning bringing unique excitement to new and established poker players alike. BLITZPOKER'S latest event, the Indian Poker Online Championship (IOPC), is set to be the biggest online poker tournament by BLITZPOKER in India to date.

Commenting on their rapid rise and their latest offering, **BLITZPOKER** Management added, “Thanks to the support of the Indian online poker community, we finished the year 2020 on a very high note with a lot of optimism entering 2021. We witnessed the enthusiasm via the community's participation in our initiatives, either directly into tournaments or cash games or our general marketing initiatives designed to bring fun and engagement to the skill-based game of poker. This support continues to encourage us to bring new and exciting opportunities to help our players have fun learning the game of poker and to present opportunities to win industry leading prize pools. To start this New Year the BLITZ way, we are very pleased to announce the biggest online poker tournament in India, the Indian Online Poker Championship 2021 (IOPC). This tournament offers the adrenaline rush that every single online poker player in the country has been looking for. The IOPC reflects our faith in the Indian poker community, and we look forward to continuing to deliver above expectations and further advance the quality and quantity of the poker community across the board.”

To make the IOPC more exciting, BLITZPOKER has introduced a long list of promotional offers, allowing their players to get more for their money and even win tickets to the tournament events. All players who deposit INR 250 and above will get a 20% bonus of up to INR 25,000.



Key highlights of the Indian Online Poker Championship:

- The IOPC offers INR 28 crore (~ \$4MM USD) guaranteed (GTD) in the prize pool.
- The IOPC will host multiple tournaments with a total GTD of INR 24 Crore
- INR 1 Crore in giveaways to the top players on the leaderboard
- The Four Feature tournaments will be live streamed

The BLITZPOKER app allows players to earn real cash starting with zero to deposit amount. No better way to lean and get started! BLITZPOKER has their support team available on call, chat, email and social media to solve all player queries to ensure smooth gameplay and hassle-free cash outs/deposits, welcoming questions of any kind, any day of the year.

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 social media influencers.

For additional information on the Company:

Email: info@i3company.com

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 successful acquisition of BLITZPOKER and the timing of its acquisition, regulatory approval of the acquisition, the projections for growth in BLITZPOKER’s profit and popularity. 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’s financial condition and development plans do not change as a result of unforeseen events, (ii) there will continue to be a demand, and market opportunity, for the Company’s product offerings, (iii) the Company will be able to establish, preserve and develop its brand, and attract and retain required personnel, and (iv) 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.*