



ePLAY DIGITAL ANNOUNCES COLLABORATIVE SALES AGREEMENT

Calgary, Alberta - November 29, 2016 – ePlay Digital Inc. (the "Company") (CSE:EPY) is pleased to announce that the Company's subsidiary under acquisition, Mobovivo Inc. ("Mobovivo") has signed a collaborative sales agreement with Spriza Media Inc. (TSXV:SPZ), a digital promotions software platform. Mobovivo is e-Play's near term acquisition target with expected completion in mid-December 2016.

Through this agreement Spriza will provide its software platform that includes contests, email marketing, lotteries, and other online marketing initiatives, and Mobovivo will provide its technology platform that organizes and manages various information and social media related to a particular program, as a combined solution to a brand's online [multi-channel] engagement needs.

ePlay's CEO, and founder of Mobovivo, Trevor Doerksen remarked, "From a solution stand point, the custom digital marketing services that Spriza provides combined with the unique and relevant offering of Mobovivo will deliver a premium service for our current and prospective clients." "This is a key facet in growing our revenue model".

About Mobovivo

Mobovivo is a multi-channel network that magnifies video and TV content across channels and platforms with a focus in the social fantasy sports and games industry. The company is made up of a team of marketers, engineers, and TV producers that turn video content into engagement and revenue. Mobovivo is a team of TV producers and talented software engineers that turn the industry's biggest threat - mobile devices pulling audiences away from TV - into their greatest asset - revenue. Mobovivo's Real-Time Sports Game Engine supports over 100 million interactions / minute for companies like ESPN, TWC and Intel enabling viewers to engage with content and social daily fantasy across all screens and platforms.

About Spriza

Spriza's patent pending technology allows brands and agencies to generate unforgettable moments connecting consumers to the brands they love. Their campaigns effectively drive focused and quantifiable returns to clients by combining incentive-based marketing with audience targeted promotions; turning any marketing effort into a successful, widespread campaign with a measurable impact both to the brands and Spriza.

Further Information

Further details are available under the Company's profile on SEDAR at www.sedar.com, and the Company's profile on the CSE's website at www.cnsx.ca.

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Cautionary and Forward-Looking Statements

This news release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information. More particularly and without limitation, this news release contains forward-looking statements and information relating to the closing of the acquisition of Mobovivo and the Company's corporate strategy. Although management of the Company believes that the expectations and assumptions on which such forward looking statements and information are based are reasonable, undue reliance should not be placed on the forward-looking statements and information since no assurance can be given that they will prove to be correct.

Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. These include, but are not limited to, the Company's ability to identify and complete suitable acquisitions to further the Company's growth as well as risks associated with the Company's ability to commercialize the digital sports sectors in general such as operational risks in development, research and regulatory delays or changes in plans with respect to research projects or capital expenditures; the uncertainty of the market; the uncertainty of estimates and projections relating to costs and expenses; marketing and commercialization; loss of markets; competition; incorrect assessment of the value of any technologies acquired and failure to realize the anticipated benefits of such acquisitions; ability to access sufficient capital from internal and external sources; failure to obtain required regulatory and other approvals and changes in legislation, including but not limited to tax laws, and government regulations. Accordingly, readers should not place undue reliance on the forward-looking statements, timelines and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive.

The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws or the Exchange. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.