



ePlay Digital's Acquisition of PokerVision Media Set to Launch New Poker TV Revolution

Calgary, Alberta - December 14, 2016 – ePlay Digital Inc. (the "Company") (CSE:EPY) PokerVision Media Inc. ("PVN"), a subdivision of ePlay Digital today announced its plans for a multi-platform Digital TV channel that will bridge poker, gaming, eSports and sports content with previously unseen levels of interactivity.

The new PVN Digital TV channel is expected to launch in Canada during the first half of 2017. The company's leadership is currently obtaining studio space in multiple cities across the country while finalizing its programming structure and building interactive digital applications for poker, gaming, sports and eSports programming. Master control, broadcast studios and production facilities are already operational in Calgary, Alberta and Toronto, Ontario.

PVN will provide Live Event coverage of premier poker tournaments in Canada and from around the world with new and engaging technology to enhance and gamify the viewers and players experiences. The network will also feature original reality programming, sports handicapping, as well as eSports and gaming shows.

"No other TV network in Canada has been created from the ground up with social, mobile engagement, augmented reality, and gamification," says Jim Nelles, Head of Broadcasting for PVN. "The days of single-screen viewing are gone. Audiences expect great content on a TV screen complemented by interactivity on tablet and mobile. PVN is stepping up to deliver exactly that. We will drive larger and engaged audiences in the face of massive competition for viewership."

According to Canadian viewing data from Numeris, digital TV viewership has grown by 21.4 per cent since 2013, even while conventional TV viewership has dropped 6.5 per cent. TV viewership is under pressure from online content and services like Facebook and Netflix, however PVN is offering an underserved audience sought-after content which can continue growth in a complex TV ecosystem.

"The television and media industry is rapidly changing and PVN is set to showcase how venues, professional and amateur players, digital and traditional platforms, and advertisers integrate to engage audiences," says Trevor Doerksen, CEO and President of ePlay Digital.

Expert leadership will chart PVN's course

PVN has attracted a world-class management team that will lead the roll-out of the new offering and overall corporate strategy. Jim Nelles, a former broadcast executive at Rogers and TSN will serve as the Head of Broadcasting. Former CityTV and Rogers Media studio executive, Malcolm Dunlop has joined as PVN's VP of Programming. Lynne Kellner, Canada's first female TV sports producer with CBC, will serve as VP of Television Production and Finance. Other members of the management team and its directors bring extensive experience in the online gaming, live event execution and financial expertise.

"PVN has built a great team and plan," says Doerksen. "ePlay Digital welcomes the entire network and I'm personally looking forward to delivering on our promise to change how people watch and consume interactive, multi-screen entertainment."

Further details will be announced on programming, broadcasting and licensing as the company finalizes plans with producers, TV distributors, and some of the world's leading poker and eSports tours. International broadcast distribution details will be announced as live event broadcasting agreements are finalized and programming for US, European and Asian markets are developed.

About PokerVision Media

PokerVision Media Inc (PVN), a subdivision of ePlay Digital (EPY.CN), is a Calgary, Alberta-based multi-platform media and entertainment company that is redefining the future of sports consumption by bridging poker, gaming, eSports and sports content with unparalleled consumer interactivity. The company is launching with master control, broadcast studios and production facilities in Calgary and Toronto, with plans to open additional facilities across the country with the goal of creating and sourcing the best-possible content that entertains audiences as much as it engages them.

For further information on PokerVision Media, please contact: Jim Nelles, Head of Broadcasting (PVN), Telephone: (416) 899-6789. Also see PokerVision Website at www.pokervisionmedia.com

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.

For further information please contact:

Trevor Doerksen, CEO, and Director

Telephone: (403) 775-9475

E-mail: info@eplaydigital.com

Website: www.eplaydigital.com

Canadian Securities Exchange (CSE): Symbol EPY

Deutsche Boerse Xetra - Frankfurt Stock Exchange: Symbol 2NY2; WKN: A2AN4D; ISIN CA26885W1041

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 third party research and analysis, 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, and management can neither agree or disagree on specific conclusions contained in the research report.

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 implement plans and business models relating to PVN and other acquisition targets 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.