



PokerVision Media to be Official Content Partner of the partypoker Million North America Tournament Playground Poker Club in Montreal to Host Largest Guaranteed Prize Pool Event in Canadian History

Calgary, Alberta – (March 8, 2017) **PokerVision Media Inc. (PVN)**, a wholly owned subsidiary of **ePlay Digital Inc. (CSE:EPY)** is pleased to announce that it will be an official content provider for the partypoker Million North America Poker Tournament May 5-10, 2017 in Montreal. Boasting the largest guarantee in Canadian poker history the \$5 million total purse will make one player a millionaire with a \$1,000,000 guaranteed first place prize payout. PVN will be producing content leading up to the series and use its multi-platform network to attract players from around the world to this must attend event.

Playground Poker Club has earned the reputation of setting the gold standard for tournaments over the past few years and this series raises the bar even higher. “At Playground Poker, we are committed to creating the ultimate players experience whether it is hosting the biggest poker tours and events or on our cash game tables,” commented Playground Poker’s Phil Sabbah. “Our motto is For Players... by Players and we are proud to continue to exceed the expectations of our patrons.”

PVN has been contracted to produce digital and promotional content, leverage its event division assets for live satellites and embed commercials produced for this series through its US broadcasting agreement that will launch April 1st into over 22 million households on the Action Network. Chantal Desjardins, the newest member of the PVN broadcast team will be hosting coverage from Playground Poker Club leading up to the series featuring interviews and information on the various ways players can win their way into the Main Event both online and through live events. PVN will also be reporting live in May from the event with player profiles, event updates and real time stats on its multi-platform network.

“We are proud to be a part of this monumental poker series,” commented PVN’s Director of Poker Programming Adam Schwartz. “Being one of the content providers will give our network the opportunity to showcase the new and innovative ways PVN plans to cover this dynamic industry.” PVN will be using its media assets to market the partypoker online steps for players to win their way to Montreal for as little as \$0.01 with weekly guaranteed packages waiting to be claimed.

Watch PVN’s social platforms for upcoming announcements and event information on Facebook and on Twitter @PokerVisionTV as well as at Playground Poker’s website www.playgroundpoker.ca on Facebook and @PlaygroundPoker on Twitter.

About PokerVision Media

PokerVision Media Inc., a subdivision of ePlay Digital, 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. Engaging viewers on multiple platforms with live events and original programming that embed gamification and interactivity, sets the stage for PVN to change the way media is consumed and monetized in targeted industries.

About ePlay Digital

ePlay Digital Inc. develops and operates broadcast and live video technologies that enable TV networks to evolve and meet the demands of today's highly-engaged audiences. ePlay bridges the gap between traditional TV and dynamic, next generation digital broadcasts that deliver interactive content, live streaming, augmented reality, fantasy sports, and social media across multiple devices. ePlay is operated by a team of sports, gaming and eSports authorities as well as broadcast and digital technology industry experts, software engineers and athletes who have brought the ePlay platform to market and successfully partnered with companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, and others.

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.thecse.com

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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 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 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.