



ePlay Digital to Launch *ePlay Now!* - eSports Fantasy Game

The first free-to-play social eSports fantasy mobile app

(Los Angeles, June 9, 2017) – [ePlay Digital Inc. \(CSE:EPY\)](#), today announces it's new fantasy sports app called *ePlay Now!* The mobile app is the only multi-league eSports fantasy game in the tradition of fantasy football, but designed specifically for eSports fans. The initial leagues offered by *ePlay Now!* include: League of Legends, Counter Strike and Dota2.

ePlay Now! iOS and Android apps will launch in the summer of 2017 and feature athletes, tournaments, and real-time scores, where users can pick winners, choose eSports athletes for their fantasy team, and predict real-time results. Initial testing of the advanced platform is ongoing and ePlay is allowing eSports fans and players to sign up for the beta release program at <https://www.eplaydigital.com/eplaynow>

"Our games appeal to a broad audience, including casual fans, children and their parents," says Trevor Doerksen, CEO of ePlay. "*ePlay Now!* brings fantasy football to eSports without the need to bet money - it's just fun to follow along in real-time."

ePlay Now! is the only free-to-play multi-league eSports fantasy app. The game is designed to be easy to play, follow along and fun for all audiences. The apps will utilize the company's proprietary technology - Mobovivo Sports Game Engine - to move to market quickly in the rapidly growing eSports market.

eSports is expected to reach \$1.5B by 2020 according to [estimates](#). The U.S. was the #1 [eSports market](#) in 2016, followed by China and South Korea. *ePlay Now!* will offer prediction and fantasy games for the upcoming League of Legends World Championships from September 23 to November 4 and the CS: Go Super League 2017.

Advertisers looking to target hard-to-reach millennials that are attracted to eSports will sponsor specific challenges, games and events in the app. Mobile audiences can be targeted based on location and measured precisely through the game engine. *ePlay Now!* is the first of several new games to be released under the ePlay brand this year. Sports titles in NBA, Soccer, MLB, NHL and NFL will follow. A special augmented reality version for the NBA is also currently in development.

About ePlay Digital

ePlay Digital Inc. develops real-time fan engagement technologies that enable TV networks, venues, teams, leagues and brands to evolve and meet the demands of today's highly-engaged audiences. ePlay bridges the gap between traditional broadcast and dynamic, next generation multi-platform networks 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 Mobovivo Sports Game Engine to



market and successfully partnered with companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, CBS, Cineplex, 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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Canadian Securities Exchange (CSE): [Symbol EPY](#)

Deutsche Boerse Xetra - Frankfurt Stock Exchange: [Symbol 2NY2](#); [WKN: A2AN4D](#); [ISIN CA26885W1041](#)

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