



ePlay Technology To Be Added To TikTiks Last Minute Tickets App

Partnership will engage fans Before, After and At the game.

(Calgary, August 2, 2017) – [ePlay Digital Inc. \(CSE:EPY\)](#) (“ePlay”, the “Company”), today announces that it has closed an agreement with [TikTiks](#) - a fan-to-fan last minute ticketing app - to engage fans before, during and after the game. The deal leverages ePlay’s extensive experience, Mobovivo Sports Game Engine and software platform that is already in use with companies such as: CBS, Time Warner Cable, Sony Pictures, and Cineplex.

TikTiks (www.tiktiks.com) specializes in last minute fan-to-fan ticketing. TikTiks is a fan-to-fan secondary ticket marketplace for sports fans. The company aggregates sport and concert tickets from trusted season ticket holders, local businesses, and ticket brokers and makes them available for last minute ticket buyers to purchase from their phone and via the TikTiks app for [iOS](#) and [Android](#).

ePlay’s wholly owned business-to-business subsidiary, Mobovivo, won the contract due to its deep experience and recognized leadership. Mobovivo was named one of the top innovative companies at the 2017 Mobile World Congress in [Mashable magazine](#), has been featured in the New York Times and the Wall Street Journal. Its CEO awarded Entrepreneur of the Year and a recognized thought leader in the [social TV and second screen space](#).

“TikTiks is like the Hotel Tonight for sports and concert tickets,” says Trevor Doerksen, CEO of ePlay and CEO and Founder of Mobovivo. “A super utility like TikTiks is made even better with more information and engagement around sports and events.”

“This thrilling partnership with ePlay allows TikTiks to create a platform that combines utility with audience engagement,” says Andrew Browne, Cofounder and CEO TikTiks. “Combining the leading edge sports game engine with our leading edge last-minute ticket engine creates new engagement and revenue opportunities.”

The two companies also agreed to collaborate on bringing esports tickets and fan engagement to the TikTiks platform.

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.

About TikTiks

TikTiks is a fan-to-fan secondary ticket marketplace for sports fans. We aggregate sport and concert tickets from trusted season ticket holders, local businesses, and ticket brokers and make them available for last minute ticket buyers to purchase from their phone. TikTiks is a community of sport fans that believes in a better way to buy and sell tickets directly with other fans. Join the movement!

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](#)

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