

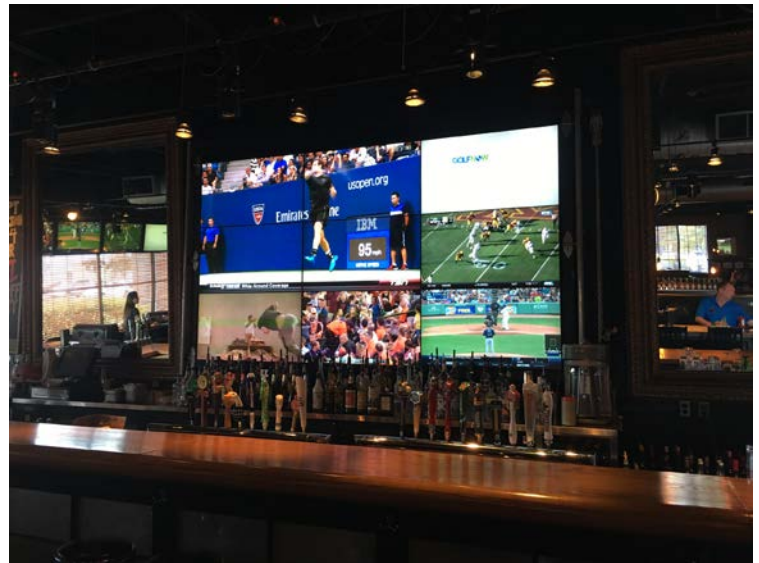


## ePlay Secures New Contract To Add Sports and Gamification Content to Big Screen

*ePlay announces the expansion of the Mobovivo Sports Game Engine to include client's digital signage*

(Calgary, August 10, 2017) – [ePlay Digital Inc. \(CSE:EPY\)](#), today announces a new contract and its plans to enhance the Mobovivo Sports Game Engine to power existing and new clients digital signage and digital in-restaurant television networks. The new functionality will roll out to restaurant and other retail clients in Fall 2017 with design and development starting in August spirited forward by a new contract from one of the company's existing clients.

Sport statistics, schedules, plays and scores display on installed TVs and television networks alongside leaderboards, lead take-over announcements, trivia, polls, charts and user data. The company is adapting its existing broadcast television technology to accommodate new digital solutions that don't require a control room, staff, and advanced broadcast technology to present real-time data to viewers. The new approach is being delivered to existing clients based on the company's experience with broadcasters such as ESPN, Time Warner Cable, CBS and others.



“In the past, the types of gamification and statistics data we displayed on broadcast was limited to the bottom 1/3 of a TV screen and only visible to viewers when the control room directed,” says Trevor Doerksen, CEO of ePlay and CEO and Founder of Mobovivo. “To be compatible with digital signage solutions, we must fill screens of all sizes and this provides unique opportunities for engagement - such as polling and trivia - and, of course, advertising.”

The new technology will complement mobile engagement in sports. For example, a mobile app may ask users what team will win the game? The results of that gamification, alongside play-by-play and other content and data will appear on big screens and digital signage seamlessly.

### **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*

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*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](http://www.sedar.com), and the Company's profile on the CSE's website at [www.thecse.com/](http://www.thecse.com/)

For further information please contact:

Trevor Doerksen, CEO, and Director

Telephone: (403) 775-9475

E-mail: [info@eplaydigital.com](mailto:info@eplaydigital.com)

Website: [www.eplaydigital.com](http://www.eplaydigital.com)

Canadian Securities Exchange (CSE): [Symbol EPY](#)

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

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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.

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