

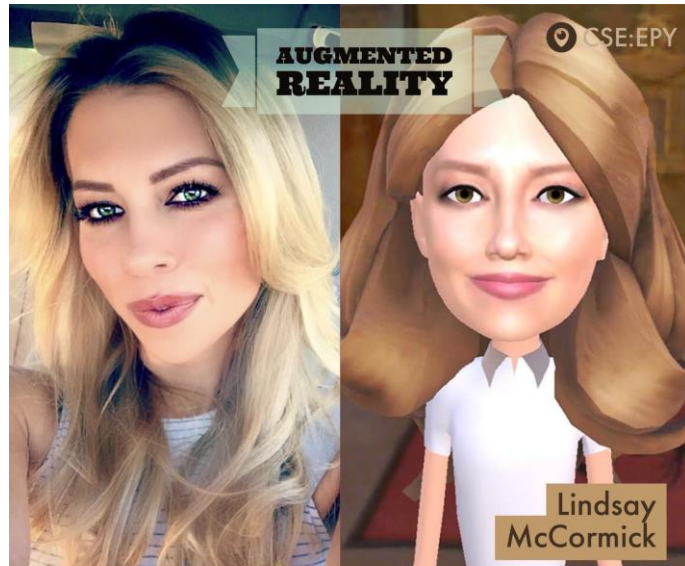


ePlay CEO to provide update at Mobile Summit on Augmented Reality and eSports

Session to focus on recent ePlay developments in eSports, Augmented Reality and AR AD Kit.

(Calgary, Nov. 2, 2017) – [ePlay Digital Inc. \(CSE:EPY\)](#), today announces that Trevor Doerksen, CEO of ePlay, will give a presentation at Madrid Mobile Summit on November 15, 2017. The session titled *Lebron James on the Holodeck: Mobile Monetization in Sports and Entertainment* will include information on how ePlay is using augmented reality (“AR”) to engage audiences and viewers. The presentation is also an opportunity for the Company to provide an update on its various projects and initiatives.

ePlay started demonstrating its brand new Augmented Reality (AR) platform in August 2017 leading to the addition of 7-time NBA champion Robert Horry to the team. This has been followed by sports broadcaster Lindsay McCormick in October 2017. Both will be featured in the upcoming release of ePlay AR sports game. The Company has created unique intellectual property for the game titles and to support AR advertising more broadly.



Sports broadcaster joins augmented reality team

TV Channel disposal cuts costs and creates strong focus

Earlier this year, ePlay disposed of an underperforming business unit, the TV division. Launched in December 2016, the TV division was spun out in May 2017 allowing ePlay to cut related costs and focus on the latest technology and the Company’s Sports Game Engine, and to leverage its recognized technology leadership. Most recently, awarded as a top innovator at the 2017 Mobile World Congress.

Multiple Fortune 500 Clients

In the six months following the disposal of the TV division, 8 new licensing and customization deals have been closed. By leveraging the assets of Mobovivo, a wholly-owned subsidiary of ePlay, the sales pipeline has never been stronger. The Company added a new Fortune 500 customer and increased business to business (B2B) revenue by over 40%.



AR Ad Kit Released

ePlay has announced partners to support advertising sales in support of its new AR Ad Kit platform. AR Ad Kit features and available advertising units will be further revealed at the Madrid event and include:

- Real and Virtual World Environment Augmented Reality Ads
- Product Placement
- Retail Promotion
- Video Mid-Roll Ads

AR Ad Kit is available for ePlay's consumer mobile games and apps and also for Mobovivo's new and existing B2B clients. Mobovivo's client list includes Cineplex, CBS, CPAC, Casino Scouts, and more.



Big Deals and Big Moves

In September 2017, ePlay announced a \$500,000 software licensing deal with Casino Scouts - the Company's largest deal to-date. Recently, the Company provided a sneak peak of one of the first game characters with more AR characters to come. The Company has been demonstrating how fans can meet athletes via AR and share related videos of the themselves. The Company is also working on special eSports live streaming features for the game and will start demonstrating this unique feature next month. ePlay also announced a new board member and technology and public company leader, Lew Turnquist. ePlay is drawing together technology and client offerings in: eSports, restaurants, sports bars, in-flight entertainment, sports teams, leagues, stadiums, and movie theatres to create marketing in-roads and advantages.

Image Captions

Image 1: Sports broadcaster Lindsay McCormick joins ePlay.

Image 2: ePlay's AR Ad Kit with sample augmented reality sleeve advertisement.

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

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