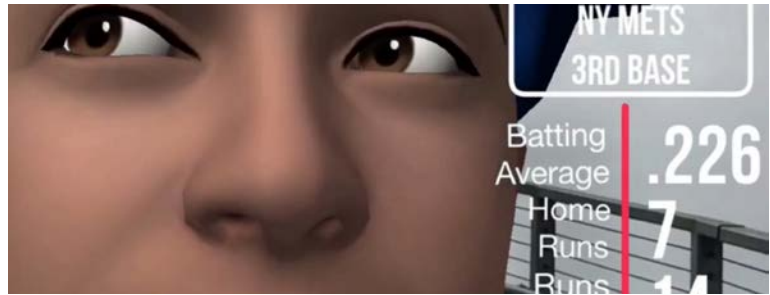




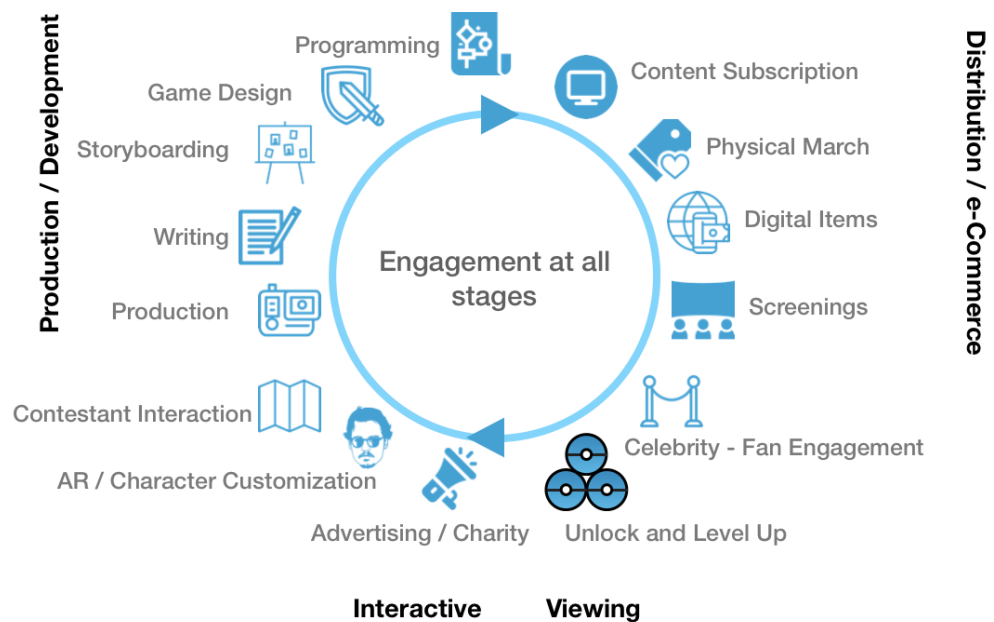
Sports and Entertainment Coin to be compatible with ePlay Game Titles

ICO for vertically integrated Augmented Reality (AR) game platform to launch in early 2018

(Calgary, Dec. 21, 2017) – [ePlay Digital Inc.](#) (CSE:EPY / [Frankfurt 2NY2](#)) publicly traded company listed on the Canadian Securities Exchange and on the Frankfurt Borse announce its intention to deploy an in-game digital coin. The sports and entertainment coin utilizes the latest innovations in blockchain technology and leverages ePlay’s advanced Augmented Reality developments and recent sports and entertainment partnership in L.A. - based studio. The sports and entertainment coin will be interoperable with upcoming sports and entertainment game titles.



“It makes a lot of sense that we would *augment* the ways consumers and advertisers purchase sports and entertainment experiences,” says Trevor Doerksen, CEO of ePlay. “We are the Augmented Reality (AR) company bringing consumers and advertisers face-to-face with athletes, actors, influencers, friends, charity and brands.”



Interested parties can sign up to receive updates at eplaydigital.com/coin for the latest information, future coin pre-sales and related Initial Coin Offering (ICO) news. The company will be making additional announcements about the release of a white paper, partners, and how consumers and advertisers can access the platform.

CES Demo



ePlay will be demonstrating the latest version of its Augmented Reality (AR) Game Engine at the Consumer Electronic Show (CES) in Las Vegas next month. The AR platform is available for existing and new clients with a special demonstration planned for January 12, 2018 in Las Vegas.

With the recent addition of Yoeri Geerits, veteran sports marketing executive, to the ePlay and Mobovivo team the AR features in the platform create new advertising inventory, new ways to engage with audiences, and new opportunities with existing and new clients. Prior to joining ePlay, Geerits helped launch Repucom and then Nielsen's sports marketing and analysis businesses and guided ING's entry into Formula One.

Companies and media Interested in attending the January 12 demonstration can schedule a demo via [email](#) or [online](#).

Media Kit: <https://goo.gl/Xem9Rh>

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.

Mobovivo's Real-Time Sports Game Engine supports over 100 million interactions / minute for companies like ESPN, CBS, Cineplex, TWC and Intel enabling viewers to engage with content and social daily fantasy across all screens and platforms.

Mobovivo is a wholly owned services-based subsidiary of [ePlay Digital](#).

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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Except for historical information contained herein, this news release contains forward-looking statements that involve risks and uncertainties. Actual results may differ materially. Except as required pursuant to applicable securities laws, the Company will not update these forward-looking statements to reflect events or circumstances after the date hereof. More detailed information about potential factors that could affect financial results is included in the documents filed from time to time with the Canadian securities regulatory authorities by the Company. Readers are cautioned not to place undue reliance on forward looking statements.