



Core Sports and Entertainment Coin for Digital Items, Gaming, Content, and Advertising Announced

Website and coin name announced for Sports & Entertainment on the blockchain

(Calgary, Jan. 4, 2018) – [ePlay Digital Inc.](#) ([CSE:EPY](#) / [Frankfurt 2NY2](#)) announces the name and website for the upcoming Core Sports & Entertainment coin. ePlay will deploy the Core token as an in-game digital coin which players can earn and redeem as they engage in a series of game, TV, and film titles. The sports and entertainment coin utilizes the latest innovations in blockchain technology and leverages ePlay's entire technology platform including advanced Augmented Reality and upcoming sports and entertainment game titles.



“Placing sports and entertainment in the blockchain further decentralizes gaming and content to disrupt how we engage and watch,” says Trevor Doerksen, CEO of ePlay. “The Core Sports & Entertainment coin allows fans and audiences to directly connect with influencers, athletes, charities, and brands.”

More information on the Core Sports & Entertainment coin is available at www.corecoinz.com. Interested parties can sign up to receive updates for the latest information, future coin pre-sales and related Initial Coin Offering (ICO) news. The company will be releasing key sections of the draft white paper for feedback from stakeholders starting in early January during the upcoming CES conference in Las Vegas.

“Mobile advertising is accelerating in growth with US\$107B in 2017,” says Mark Vella, CEO of Advertise and Core Advisor. “Brands are looking for more than a logo on banner or in a stadium, they are looking to reach audiences directly, being part of the Core ecosystem helps Advertise clients engage with authenticity.”

Core coins versatility as a currency includes in-app purchases, digital items, eSports and gaming for new and existing games. Core can also be used by advertisers, producers, athletes and influencers to purchase product placements, advertising, tickets, fund production and development, enhance social media promotions, and solicit charitable donations.

“Game, film, and TV titles earn licensing, subscription, digital item, and advertising revenue,” says Ray Brown, film and TV producer and Core Advisor. “Core coins and ePlay technology directly connects fans with celebrity to democratize sports and entertainment.”

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.



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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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.