



ePlay's Core Sports and Entertainment Network Launches Contest for Free Cryptocurrency

Win over \$5,000 worth of free CORE coins for signing up and referring friends.

(Calgary, Jan. 24, 2018) – [ePlay Digital Inc.](#) ([CSE:EPY](#) / [Frankfurt 2NY2](#)) announces a contest for free CORE coins for the upcoming Core Sports & Entertainment Network. Participants can win \$5,000 worth of free CORE coins for signing up to the Core Network. Participants can earn [chances to win](#) by subscribing, following on Facebook and Instagram, and referring friends. CORE coins will go for sale officially in early 2018. To track pre-sales and the ICO, [sign up](#) at The Core Network.



CORE Sports & Entertainment coin can be used for advertising, charity, physical goods and digital items in upcoming sports and entertainment properties.

Core Network connects audience engagement and monetization on the blockchain. For brands, product placement and advertising are two ways CORE can be used to further business marketing goals. Brands can help sports and entertainment influencers raise donations for charity, buy CORE when the coin goes on pre-sale and [sign up](#) to keep up-to-date. Brands looking for product placement in upcoming sports and entertainment game, film and TV titles can contact [ePlay Digital](#) and get more information [online](#).

Fans can [win CORE](#) now, play daily fantasy sports and win prizes from the Core Network including CORE coin. CORE Rewards are earned simply by playing upcoming game titles. They can be used for charity, advertising, physical merchandise and [digital items](#). Fans can also support TV, film and game developers by using CORE to become an executive producer, host local screenings, purchase product placement, and walk the red carpet. Athletes, eSports pros, Instagram and YouTube influencers with thousands or millions of followers can now monetize and engage fans and brands with authentic and interactive experiences through ePlay Digital's Augmented Reality Game Engine on the Core Network.

“Brand activation and fan engagement are best enabled when authentically integrated,” says Trevor Doerksen, CEO of ePlay. “The Core Network is building community through games for sports and entertainment audiences, brands, influencers, athletes, and charities.”

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 is releasing key sections of the draft white paper for feedback from stakeholders.

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](#).

About Core Network

To supercharge fan engagement the Core Network fuses entertainment, sports and esports to create a new level of events, sponsorship, merchandise sales, and betting. By utilizing the blockchain, the Core Network is the first of its kind technology platform and ecosystem for augmented reality sports and entertainment games. Developed to enable rights holders, influencers, brands, businesses and 3rd party developers to build their own game applications. Founded on the award-winning technology and applications from Mobovivo and experiences of ePlay with prominent partners. The Core Network is where Pokémon Go meets Daily Fantasy and Amazing Race meets Hunger Games.

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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