

MAXIM

Final Week to Enter into the Maxim Cover Girl Contest in Canada, UK, Germany, France, and Mexico.

Voting to Follow.

Cash prizes and feature in Maxim magazine up for grabs.

(Los Angeles, April 24, 2018) – [ePlay Digital Inc. \(CSE:EPY\)](#), a wholly-owned subsidiary of Mobovivo, and Maxim Inc., publisher of Maxim magazine, announced that only 6 days remain for models to sign up for the Maxim Cover Girl contests of Canada, the UK, Germany, France, and Mexico.

“This is a chance to be discovered by Maxim and get featured in Maxim U.S.” says Robert Price, COO Maxim Inc. “We look forward to crowning our 2018 Maxim Cover Girls sign up today!”



The Maxim Cover Girl contest is free for models to enter. No purchase of any kind is necessary to enter or win. Get the most votes from the public and you win! A portion of the proceeds of the contests will go to charity.

Signing up for the contest is easy. Contestants can enter until April 30, 2018 by visiting www.Maxim.com and following the link to the Maxim Cover Girl Contest. Contestants vie for cash prizes in each country and the privilege of being featured in the U.S. Maxim magazine.

Cash Prizes

\$10,000 CAD - for Canadian Contest
£10,000 - for United Kingdom Contest
€10,000 for German Contest
€10,000 for France Contest
\$100,000MXN for Contest

Caption: Last year's Maxim Cover Girl winner, Olivia Burns on the cover of the January/February 2018 Maxim magazine US.

Sign up and be a part of Maxim, the leading voice in men's luxury lifestyle, reaching millions of consumers across the globe.

“We create sports and entertainment apps and games for the Oscars, ESPN, Intel, CBS, and others,” says Trevor Doerksen, CEO of Mobovivo. “We work directly with big brands in order to engage audiences and fans and are thrilled to partner with Maxim on this yearly initiative.”

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The model sign-up period ending in 6 days is followed by screening and then 100% Public voting begins May 8.

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

About ePlay Digital

ePlay Digital Inc. is a mobile game creator and publisher specializing in sports and entertainment augmented reality titles. ePlay is operated by an award-winning team of sports, gaming and eSports leaders as well as broadcast and digital technology industry experts, software engineers and athletes who have brought the dozens of game titles to market for companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, CBS, and others.

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

About Core Coinz

To supercharge fan engagement Core fuses entertainment, sports, and esports to create a new level of events, sponsorship, merchandise sales, and betting. By utilizing the blockchain, Core 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. Core 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](#)

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is

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