



## ePlay Announces Big Shot AR Beta Launch

*New Augmented Reality sports game to beta launch for NBA Summer League in Las Vegas*

(Calgary, June 11, 2018) – [ePlay Digital Inc. \(CSE:EPY\)](#) (the “Company”) today announced its official launch for Big Shot Basketball beta will take place in Las Vegas during the 2018 version of NBA Summer League. The new Augmented Reality (AR) mobile game will be available for basketball fans of all ages with special launch events planned for Las Vegas running July 12-15 and in other North American cities leading up to the 2018/19 NBA season.

ePlay is working with 7-time NBA champion, Robert Horry and a fantastically talented group of young basketball players that will be wearing the Big Shot logo throughout the summer to promote the Big Shot mobile game.

The company also released a new website for its upcoming game series at [www.BigShotAR.com](http://www.BigShotAR.com). Big Shot is a series of sports and entertainment games that feature AR, fantasy sports, esports streaming, selfies, 3D, and other advanced mobile game features. The game is most simply described as Pokémon Go for sports.

“This is going to be a big summer for ePlay and for augmented reality,” says Trevor Doerksen, CEO of ePlay Digital. “We are advancing the state-of-art for sports and mobile technology and look forward to seeing hundreds of thousands of fans of all ages enjoying the magic that our augmented reality platform creates.”

ePlay has leveraged the [Mobovivo](#) Augmented Reality Game Engine to create Big Shot Basketball. Big Shot games will generate revenue through mobile advertising and in-app purchases such as level-ups, digital sneakers, custom jerseys, and advanced features. Big Shot games generate revenue in the \$100B mobile advertising and \$107B mobile gaming markets<sup>1</sup>, where in-app purchases have generated over \$1.2 billion in revenue for Pokémon Go<sup>2</sup>. [Core Coinz](#), the Cryptocurrency for Influencers, will be available as game rewards and for in-app purchases.

The first game in the Big Shot series is based on NBA, followed by others sports titles for NFL, NHL, soccer, and MLB. Entertainment AR titles with actors and influencers are also in the works.

The Company also announces that it has issued 1,000,000 units of securities unit at \$0.10 per unit with each unit comprised of one common share one share purchase warrant to purchase an additional common share in the capital of the Company at \$0.15 per share for a term of 12 months from the date of issue as part of a private placement for gross proceeds received of \$100,000. The Company also issued a further 978,045 common shares in exchange for \$107,585 in

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<sup>1</sup> <https://www.recode.net/2017/9/14/16294450/mobile-ad-spending-growth-worldwide>

<sup>2</sup> <https://venturebeat.com/2017/06/30/pokemon-go-passes-1-2-billion-in-revenue-and-752-million-downloads/>



debts owed to consultants and certain officers of the Company at CAD\$0.11/share. Of the total shares issued for debt, a total of 909,636 shares was issued to two officers of the Company.

### ***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.

### ***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](http://www.sedar.com) and the Company's profile on the CSE's website at [www.thecse.com/](http://www.thecse.com/)

For further information please contact:

Trevor Doerksen, CEO, and Director

Telephone: (403) 775-9475

E-mail: [info@eplaydigital.com](mailto:info@eplaydigital.com)

Website: [www.eplaydigital.com](http://www.eplaydigital.com)

Canadian Securities Exchange (CSE): [Symbol EPY](#)

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

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