



ePlay Completes Version 1 of Big Shot Augmented Reality iPhone App for Apple App Store

New Augmented Reality sports game to be released to the public following successful July beta testing.

(Calgary, August 7, 2018) – [ePlay Digital Inc. \(CSE:EPY\)](#) (the “Company”) today announced it has completed its July beta testing and is ready to launch Big Shot Basketball version 1. The official launch date for the new Augmented Reality (AR) mobile game will be announced separately. With version 1, Big Shot Basketball will be publicly available for basketball fans of all ages.

ePlay beta tested Big Shot in Las Vegas at the West Coast National Championships and NBA Summer League. Seven-time NBA champion, Robert Horry, and his youth basketball team were on hand along with hundreds of other teams to help test and review Big Shot.



ePlay is working with Horry and a championship youth basketball team now called Big Shot. The team is wearing the Big Shot game logo on their jersey and warm-up gear to help promote the Big Shot mobile

game. 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.

“We received great feedback with our beta testing of Big Shot and the team looked great wearing the app logo,” says Trevor Doerksen, CEO of ePlay Digital. “Now we are ready to launch version 1 of the app as we and game players prepare for the upcoming NBA season.”

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

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.

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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