



ePlay Releases First Public Beta of Big Shot Augmented Reality iPhone App for Apple App Store

New Augmented Reality sports game public beta now available in Apple App Store.

(Calgary, August 14, 2018) – [ePlay Digital Inc. \(CSE:EPY\)](#) (the “Company”) today announced it has released public beta version 1.0 of Big Shot Basketball to the Apple App Store for basketball fans of all ages. Customized and personalized NBA athlete avatars and expanded maps are coming soon.

ePlay’s closed beta for Big Shot took place in Las Vegas at the West Coast National Championships and NBA Summer League last month.

ePlay wants Big Shots to check out the open beta version of the Big Shot game. The company has an aggressive schedule of updates planned as the NBA season approaches.

“The NBA season can’t start soon enough,” says Trevor Doerksen, CEO of ePlay Digital. “In the meantime, we need to get fans building their Big Shot rosters and NBA players uploading selfies and charity choices for their in-game avatars introducing Big Shot Basketball to the Big Shots playing the game.”



Big Shots can look forward to advanced avatar customization, expanded maps, and the exclusive ability for NBA players to customize their avatar including adding a selfie and raising money for charity with the Big Shot Meet Up in Augmented Reality feature. Other updates such as expert tips from sports broadcasters, appearances by 7-time NBA champion Rob Horry, and the introduction of games, fantasy challenges, rewards, and more will be released in coming weeks.

Photo caption: Seven-time NBA champion, Robert Horry, and Big Shot youth basketball team.

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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