



ePlay and Wuhan Announce Strategic Partnership to Create New Medical Cannabis App

Dr. Anna, in new augmented reality app, helps retail, educate, and inform cannabis customers

CALGARY, Alberta, Oct. 04, 2018 (GLOBE NEWSWIRE) -- [ePlay Digital Inc.](#) (CSE:EPY) is delighted to announce a new exclusive strategic partnership agreement signed today with Wuhan General Group (China), Inc. (OTC:WUHN) to utilize Mobvovivo's Augmented Reality (AR) platform in education, mobile product information, and e-commerce to support medical cannabis and cannabidiol (CBD) product marketing and sales. The companies will work together to create the *Dr. Anna MD app - A Practical Guide to Cannabis*.

Wuhan recently announced the appointment of Dr. Anna Morera Leralta, ("Dr. Anna") as the company's chief medical officer (CMO). Dr. Anna is a researcher, thought leader and medical practitioner in the integrative medicine and medical cannabis fields.

"Augmented Reality will help people learn about and easily understand the medical benefits of CBD and related cannabis products directly on their mobile phones," says Dr. Anna Morera Leralta, medical doctor, CMO of Wuhan. "Advancing the community's insight of cannabis and cannabinoids, and ultimately providing society with alternative options and best practices is badly needed."

The *Dr. Anna MD* app will allow users to operate their iPhone and Android cameras to get further information about cannabis products while driving advertising revenue, sales, and data analytics. Information about safety, efficacy, and effectiveness of cannabis and cannabinoids in pain, symptom management, and other conditions, will be available for products worldwide. Manufacturers and retailers will utilize *Dr. Anna MD* for training staff, marketing, and as a service offered to their retail and e-commerce customers. Customers and patients will rely on *Dr. Anna MD* to better understand the benefits, safety, and performance of an exploding number of new products.

"Ultimately, people will get to know Dr. Anna, as she appears in Augmented Reality, as a great and trusted source of information for cannabis and cannabinoids," says Trevor Doerksen, CEO of ePlay Digital. "In situations where packaging and advertising is limited, users will have access to more information from Dr. Anna by simply pointing their iPhone or Android phone at products."

In Canada, California, and other jurisdictions, governments require utilitarian, plain Cannabis packaging and place heavy restrictions on Cannabis advertising. Dr. Anna will help cannabis consumers learn more about products and where to buy them in real time through iPhone and Android smartphones. As a trusted source in an emerging marketplace more information will appear through interactive video and AR when customers point their camera to any product label or advertising at retail or on a website.

The global legal cannabis market is expected to reach USD 146.4 billion by end of 2025¹. Growing adoption of cannabis in several medical applications such as cancer, mental disorders, chronic pain and others is expected to propel revenue growth. Marketing and advertising budgets will be funneled into approved approaches such as education and technologies that can deliver more information about products to consumers easily.

About Wuhan

Wuhan General Group (China), Inc., is a Nevada-based investment company with a portfolio focused in the areas of blockchain technology, industrial manufacturing of battery and electric equipment as well as the application of artificial intelligence technologies to the mining, agriculture and construction industries. In addition, Wuhan is seeking out and evaluating opportunities in the medical cannabis and cannabidiol (CBD) sectors.

Wuhan General Group (China), Inc.

Publicly traded company (OTC Pink: [WUHN](#))

Website: www.wuhn.org

About ePlay

ePlay Digital Inc. is a mobile game creator and publisher specializing in sports and entertainment augmented reality titles, including their new flagship title Big Shot Basketball. 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 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/

For further information please contact:

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Cautionary and Forward-Looking Statements

This news release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information. More particularly and without limitation, this news release contains forward-looking statements and information relating to third party research and analysis, and the Company's corporate strategy. Although management of the Company believes that the expectations and assumptions on which such forward looking statements and information are based are reasonable, undue reliance should not be placed on the forward-looking statements and information since no assurance can be given that they will prove to be correct, and management can neither agree or disagree on specific conclusions contained in the research report.

Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. These include, but are not limited to, the Company's ability to identify and complete suitable acquisitions to further the Company's growth as well as risks associated with the Company's ability to commercialize the digital sports sectors in general such as operational risks in development, research and regulatory delays or changes in plans with respect to research projects or capital expenditures; the uncertainty of the market; the uncertainty of estimates and projections relating to costs and expenses; marketing and commercialization; loss of markets; competition; incorrect assessment of the value of any technologies acquired and failure to realize the anticipated benefits of such acquisitions; ability to access sufficient capital from internal and external sources; failure to obtain required regulatory and other approvals and changes in legislation, including but not limited to tax laws, and government regulations. Accordingly, readers should not place undue reliance on the forward-looking statements, timelines and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive.

The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws or the Exchange. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.

¹ <https://www.grandviewresearch.com/press-release/global-legal-marijuana-market>

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/610af63a-074a-4a71-a8f2-35f3f0030ecc>