



## ePlay Announces Strategic Financing For Big Shot Launch

The new financing will help launch the new Big Shot Augmented Reality game in selected North American markets

CALGARY, Alberta, Oct. 15, 2018 (GLOBE NEWSWIRE) -- [ePlay Digital Inc. \(CSE:EPY\)](#) is delighted to announce secured financing for the launch of its Big Shot mobile game in selected cities. The game was released as a beta to the Apple App Store in August 2018 and will initially be marketed in selected North American cities including Los Angeles, California.

Big Shot is ePlay's augmented reality mobile game described as Pokémon Go meets sports, esports, and entertainment. Nintendo's augmented reality game, Pokémon Go, earned USD \$84.8 million in September, according to a recently released report from Sensor Tower.

In-app purchases in games like Big Shot and Pokémon Go drive significant new revenue. Pokémon Go is estimated to have a global gross revenue of USD \$2.01 billion since 2016. The mobile game was downloaded 8.86 million times last month representing a 100 percent increase year-over-year compared to September 2017, according to reports. The game has been downloaded 522 million downloads thus far. (<https://sensortower.com/blog/pokemon-go-revenue-september-2018>)

The strategic financing for ePlay is with a new strategic partner with a network and resources in esports and technology. This will turbocharge ePlay's momentum as the company launches its first mobile game in the Big Shot augmented reality game series.

"These are exciting times for our company as we roll out Big Shot in key markets," says Trevor Doerksen, CEO of ePlay Digital. "The new strategic partner expands our team's ability to reach our target markets, and introduce the company and its products to investors and other strategic partnerships. We are restricting the size of the private placement to avoid unnecessary dilution as we believe the company is undervalued given its current stage of evolution."

Recently, ePlay continued beta testing at a Hollywood, California event as part of ePlay's ongoing stakeholder outreach program for the Big Shot Basketball mobile game. A number of new features such as live streaming to popular esports channels such as Twitch and Youtube is being tested. Feedback and enthusiasm for the product and its upcoming features continue to emphasize the importance of esports features built directly into Big Shot.

esports streaming is already a USD \$1 billion dollar industry and is growing rapidly around the world. As a game publisher, ePlay will provide esports leadership in a vertically integrated manner - from game to league and from augmented reality to distribution.

ePlay Digital has closed a first tranche non-brokered, non-material private placement of equity units at a price of seven cents per unit. Each equity unit comprises one common share and one common share purchase warrant. Each warrant will entitle the holder to acquire one common share of ePlay Digital for a period of 12 months from the date of issuance of the warrant at an exercise price of 10.5 cents per share.

### **About ePlay**

ePlay Digital Inc. is a mobile game creator and publisher specializing in sports, esports 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](http://www.sedar.com), and the Company's profile on the CSE's website at [www.thecse.com/](http://www.thecse.com/)

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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.

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