



BIG SHOT

FOR IMMEDIATE RELEASE

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ePlay Announces Swish, The First esports Game Within the Game For Big Shot Basketball And Many Other New Features

Big Shot™ Basketball Beta iPhone app to be updated with new game-within-the-game - Swish.

ePlay Digital Inc. ([CSE:EPY](#)) today announced the first mini-games to be released along with other new features for [Big Shot™](#) Basketball iPhone app. The update has new challenges and games users can play to earn Big Shot points. In addition to Big Shot players' drafts being automatically added to Challenges and being awarded points for the on-court performance of their NBA roster, the new challenges will allow manual entry of NBA players from the users' Big Shot Roster [#bigshotroster](#).

The first Big Shot mini-game will be available in the Challenges section of the app and is called Swish. Swish players earn points to unlock levels and features in Big Shot by hitting baskets consecutively.

"Big Shot Basketball is continuously updated based on feedback from fans, advertisers, and sponsors," says Trevor Doerksen, CEO of ePlay Digital. "Some of the new features are completely unique to Big Shot and not available anywhere else."

Other new forthcoming updates include new selfie filters and stats updates in the Augmented Reality view. Based on popular SnapChat filters, the new filters allow users to add weather, location, and NBA team information to personalized augmented reality selfies.





The new features maintain ePlay's momentum of its first mobile esports game in the Big Shot™ augmented reality game series. Big Shot™ is ePlay's augmented reality esports 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 2018, according to a recently released report from Sensor Tower.

China Daily recently reported the 2018 Chinese esports market will reach USD \$18 billion with over 430 million players and viewers. ePlay, like other game developers and publishers, owns the game. ePlay is providing esports leadership in a vertically integrated manner - from game to league and from augmented reality to distribution - in multiple esports markets.

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.

ePlay's wholly owned subsidiary, Mobovivo esports specializes in augmented reality, mobile game development and mobile esports streaming.

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

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

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