



BIG SHOT

FOR IMMEDIATE RELEASE
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ePlay's Big Shot Beta iPhone App for NBA Fans Gets Updated in Apple App Store.

Big Shot™ Basketball Beta iPhone app with the new Swish game now available.

ePlay Digital Inc. (CSE:EPY) (the "Company" or "ePlay") today announced a series of new games and challenges for [Big Shot™](#) Basketball Beta which are now available in the Apple App Store. The beta version of the app maintains a 4.4 out of 5 rating in Apple's App Store and now three new daily challenges are available for NBA fans. In addition, the Big Shot Swish™ mini-game has been approved and released in the beta app. Users can build their "Big Shot Roster" #bigshotroster, unlock the new challenges, and select NBA players to compete in daily fantasy challenges. Users can play Swish while they watch their selections and rosters earn them points in NBA matches. Users earn points to unlock new challenges and tips to where the best NBA players can be found in Augmented Reality.

"We are only at beta release, but thrilled to learn that Big Shot appeals to NBA fans around the world," says Trevor Doerksen, CEO of ePlay Digital. "The Big Shot North American Go-To-Market plan, leveraging celebrity, media partners, and others, starts this month. At the same time, we are actively developing similar exciting plans in other big markets, such as China."

ePlay has released several beta updates of Big Shot Basketball and its official launch has been carefully planned alongside special features, celebrity appearances, media partnerships, and unique esports and augmented reality features in the mobile app. It's difficult to launch an app without built-in marketing channels. The company has always worked with leaders such as ESPN, FIFA, Intel, Sony Pictures, CBS and





others. Big Shot's go-to-market plan for North America reaches tens of millions of people with a 7-time NBA champion, an on-air broadcaster, a celebrity with their own TV show, and one of the biggest Instagram accounts in the world. Upcoming announcements, events, features, partnerships, and coverage indicate the early phases of the Big Shot North American Go-To-Market plan. Sports media is a highly competitive business. Obtaining media rights to the NBA or the Olympics, for example, is a sensitive negotiation in Canada, the U.S., and China. Communicating details and partnerships in order to keep ahead of the competition, protect partnerships, or maximize impact in a global marketplace require discretion, strategy, and great execution.

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.

The Company also reports the third closing of its private placement whereunder the Company issued 500,000 units of securities priced at \$0.07 per unit for gross proceeds of \$35,000 with each unit comprised of one common share and one share purchase warrant to purchase an additional common share at \$0.105 per share for a one year term.

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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.



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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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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



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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.