



# BIG SHOT

**FOR IMMEDIATE RELEASE**  
**Las Vegas, Nevada Jan. 9, 2019**

## **ePlay's Big Shot at 2019 CES with New Augmented Reality Game**

*Shoot hoops in new AR experience available in the Big Shot App*

[ePlay Digital Inc.](#) (CSE:EPY) today announced [Big Shot™](#) Augmented Reality game will add new AR version of Big Shot Swish. *Big Shot Swish AR* is now available. The game allows users to point their camera at an open space, tap to make a hoop appear, and shoot to swish. *Big Shot Swish* and *Big Shot Swish AR* are two different mini-games available in the *Big Shot Basketball* Beta mobile app available in the [Apple App Store](#).

The announcement was made at the 2019 Consumer Electronics Show (CES) in Las Vegas this morning. Lindsay McCormick, TV host, sports broadcaster, and strategic advisor to ePlay and Trevor Doerksen, CEO of ePlay, are at the 2019 CES event to show off the newest augmented reality esports special features. The Big Shot Instagram account is also now giving out Big Shot Roster tips and updates on game levels for all players and fans.

“Big Shot is family-friendly, based on Augmented Reality, live sports broadcasts, celebrity, and hundreds of millions of existing sports fans,” says Trevor Doerksen, CEO of ePlay Digital. “We’re building a massive multiplayer esports platform based on live NBA games. To unlock the new Swish AR game users normally need to reach level 12 in Big Shot Basketball, but this week it is open to all players.”





# BIG SHOT

*Big Shot Swish AR* is available to Big Shot players that reach level 12 in the game, but is available to all users that download this the game this week. Big Shot players reach level 12 by drafting and taking selfies with 35 different NBA players in the game. A regular version of *Swish*, without augmented reality, is available to all Big Shot players. For Big Shot players that draft one NBA player, the All Time Points Challenge is also unlocked. The following table outlines the levels and challenges each Big Shot Player can unlock in Big Shot Basketball.

Level	Number of NBA Drafts	Challenge Name Unlocked	Challenge Description
0	0	<i>Swish</i>	A simple-to-play game shooting stream game.
1	1+	Drafted to Big Shot Roster	Earn points for every NBA player drafted to your roster.
1	1+	Full Roster NBA Points	Earn points for each NBA player in your roster that scores in real life.
2	3+	Full Roster NBA 3-Pointers	Earn points for each NBA player in your roster that scores three-pointers in real life.
3	4+	Daily 3P Three-Pointer	Select 3 players every day from your roster for this daily three-pointer challenge.
4	6+	Daily 5P Rebounds	Select 5 players every day from your roster for this daily rebounds challenge.
6	10+	Daily 5P Assists	Select 5 players every day from your roster for this daily assists challenge.
8	15+	Daily 7P Three-Pointer	Select 7 players every day from your roster for this daily three-points challenge.
9	20+	Daily 9P Points	Select 9 players every day from your roster for this daily points challenge.
12	35+	<i>Swish AR</i>	Augmented Reality Basketball hoops game
13	40+	Dream Team	Select 5 NBA players from your roster to compete everyday against other Dream Teams.

International Olympic Committee (IOC) President Thomas Bach, in considering esports in the 2024 Olympics in Paris, says that augmented reality and virtual reality will more or less have taken over technology-wise in the next 5 years creating a hurdle for esports from making an appearance in the 2024 Paris Olympics. There are also reported concerns about finding



appropriate non-violent games content. Big Shot is a family-friendly Augmented Reality mobile game suitable for players of all ages.

The beta version of Big Shot rates 4.4 out of 5 in Apple's App Store and now has new daily challenges 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. Big Shot players earn points to unlock new challenges and tips to where the best NBA players can be found in Augmented Reality.

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.

Follow ePlay on [Twitter](#), [Facebook](#), and [Instagram](#)  
Follow BigShot on [Twitter](#), [Facebook](#), and [Instagram](#)

### **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.

*NBA is registered trademarks of NBA in the United States and other countries. Apple, App Store, and iPhone are registered trademarks of Apple Inc. in the United States and other countries.*

### **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/)

For further media information, or to set up an interview, please contact:



# BIG SHOT

Nelson Hudes  
Hudes Communications International  
Telephone: (905) 660-9155  
E-mail: [nelson@hudescommunications.com](mailto:nelson@hudescommunications.com)  
Website: [www.eplaydigital.com](http://www.eplaydigital.com)

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

### **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



# BIG SHOT

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.