



# BIG SHOT

**FOR IMMEDIATE RELEASE**

**Venice Beach, California Jan. 30, 2019**

## **ePlay's Big Shot at Digital Entertainment World with Newest Features**

*Pick your Dream Team and build a Big Shot Roster with latest update.*

ePlay Digital Inc. (CSE:EPY) today announced that the [Big Shot™](#) Augmented Reality game continues to advance the state-of-the-art with new challenges and features. Teams, leagues, and sports sponsors and advertisers can see the latest Augmented Reality (AR) features of the Big Shot platform at the upcoming Digital Entertainment World event in Marina Del Ray on February 4 and 5, 2019. Bookings are possible at the [eplaydigital.com/event](http://eplaydigital.com/event) website.

Other new mini-games such as *Big Shot Swish AR* are also now available in the [Apple App Store](#).

Earlier this month, ePlay and Big Shot were at the 2019 Consumer Electronics Show (CES) in Las Vegas. Lindsay McCormick, TV host, sports broadcaster, and strategic advisor to ePlay and Trevor Doerksen, CEO of ePlay, were at the 2019 CES event to show off the newest augmented reality esports features. Tangible results from CES are nearing finalization and multiple announcements are expected soon.

“By leading the world in creating augmented reality games for sports, esports, and entertainment we have learned we are in a unique position where marketing, intellectual property, and technology intersect,” says Trevor Doerksen, CEO of ePlay Digital. “We find ourselves not just leading in augmented reality, but also in esports with the first massive multiplayer (MMO) game based on live NBA, Football, and other sports.”





The beta version of Big Shot rates 4.4 out of 5 in Apple’s App Store and has new daily challenges available for NBA games and fans. Users can build their “Big Shot Roster”, unlock 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 live NBA games on TV.

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.

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

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

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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.

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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



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