



BIG SHOT

FOR IMMEDIATE RELEASE

Los Angeles, California March 12, 2019

ePlay's Biggest Big Shot App Update Yet - Push Notifications and more
Music and NBA stats, plus over 25 other updates to the latest Beta version of Big Shot.

[ePlay Digital Inc. \(CSE:EPY\)](#) today announced *Big Shot*™ Basketball Beta augmented reality mobile game receives over 25 new features with massive new update. The most significant update to-date, now available in Apple App Store, includes the ability to select favorite teams and players in order to receive customized and automatic push notifications. This allows users to receive personalized updates about NBA players on their Big Shot Roster and tips about NBA players they should be looking to add to their Roster.



Other updates include brand new user interface elements, music, reminders, new avatar skins, challenges, levels, rear-facing camera streaming, replay-kit, advanced roster player views, ability to change username, and the first version of Big Shot with hair styles for athletes.

The marketing plan for Big Shot is like most other game and entertainment launches. Many people will recognize the marketing approach to match that of film promotion. Following a process of development, showing at festivals, to stakeholders, and to test audiences, a coordinated promotion, often called a press junket, includes trailers, press releases, red carpet events, campaigns, merchandising, franchising, media, and interviews with the key people involved. In the case of Big Shot, media, social media, and interviews with special characters in the game - some still to be announced - will be unique to mobile gaming.

“We continue to receive great feedback through analytics, review, and directly from Big Shot fans and stakeholders,” says Trevor Doerksen, CEO of ePlay Digital. “Building a huge hit means a focus on quality and Big Shot is nearing the award-winning quality we have delivered to ESPN, Intel, Sony Pictures, Time Warner Cable, and others in the past.”



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Last week, the company announced the upcoming *Big Shot Battle Royale™* format for the game and the ability to win “Red Carpet Invites”. Daily *Big Shot Battle Royale™* winners receive a red carpet invite to the Big Shot launch in Los Angeles. Winners will be eligible to join sports, esports, and entertainment celebrities on the red carpet at this very special event by playing *Big Shot Battle Royale™*.

The massive multiplayer game allows head-to-head multiplayer action between Big Shot players fighting elimination during live NBA matches. *Big Shot Battle Royale™* is the only live massive multiplayer game synced to actual NBA matches. Watching basketball live or on TV is a lot more fun with *Big Shot Battle Royale*. *Big Shot Battle Royale™* is like other multiplayer mobile games - combining massive multiplayer, live streaming, scavenger mode, and even as special form of combat in a last-player standing format.

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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/

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

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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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