



BIG SHOT

FOR IMMEDIATE RELEASE
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ePlay's Big Shot App User Retention Grows

Big Shot Basketball reaches targeted retention rate threshold of 56% as the ePlay mobile game approaches commercial launch

[ePlay Digital Inc.](#) (CSE:EPY) today announced [Big Shot™](#) Basketball Beta augmented reality mobile game reaches targeted retention rate threshold of 56% as the ePlay Digital mobile game approaches commercial launch.



Big Shot Basketball, ePlay's first flagship, Pokemon Go style game, is currently in open beta on Apple App Store. Through continuous feedback with users, NBA players, broadcasters, advertisers, sponsors, and influencers Big Shot has added great new features, advanced augmented reality content, mini-games, and challenges which have improved user-retention in the last 14-days by over 120%.

“User and stakeholder feedback throughout our development process has helped create the forever sports game that blends real-world game points, teams, sports stars, and scores in a digital and physical world through augmented reality,” says Trevor Doerksen, CEO of ePlay Digital. “Big Shot players engage with professional sports, it’s evergreen and every day. We think it’s the first forever sports game that people will play for the rest of their lives.”



Big Shot players engage with NBA player's real-world match data to win Big Shot virtual world challenges. Discover great NBA players, add them to your Big Shot Roster, enter them onto your Dream Team or Daily Challenges and earn more points.

Big Shot Basketball is expected to have its commercial launch announced soon. The game will be launched in specific markets with sponsors and partners. In conjunction with various discussions with sponsors and publishers, ePlay is fielding interest for additional sports, territories, and game experiences powered by its game and technology portfolio to bring to market now and leading to world-class sports, esports, and entertainment events such as World Cup and Olympics.

Recently, 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/

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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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