



# BIG SHOT

**FOR IMMEDIATE RELEASE**

**Los Angeles and Calgary March 21, 2019**

**ePlay's Big Shot Augmented Reality Ad Solution To Target Over 1.5 Billion Devices**

*New advertising partnerships brings brands and retailers to Big Shot Basketball and other leading mobile, desktop, and console games.*

[ePlay Digital Inc.](#) (CSE:EPY) today announced it has launched a new 3D augmented reality ("AR") advertising solution for brands to target gamers. The multiplatform, immersive, and interactive advertising solutions can be targeted to audiences on 25+ platforms including: iOS, Android, XBOX, Playstation, VR, ARKit, ARCore, tvOS, GearVR, etc. The ad solutions reach potentially over 1.5 billion devices globally and can serve more than 10.2 billion impressions per month. Brands and marketers can leverage Augmented Reality (AR) and Virtual Reality (VR), gamification, and video to deliver immersive experiences at scale.

With this launch of ePlay's 3D AR advertising options to gamers, ePlay continues to build out the AR industry's first end-to-end gaming platform for both brands and physical / online retailers looking to reach audiences through immersive content and gamification. Through the Company's platform, technology and agency partnerships, and its wholly-owned Big Shot sports, esports, and entertainment game platform, brands can publish effective ads that include measuring and driving retail footfall, online click-throughs, and immersive experiences that are proven to increase physical and digital conversions.

Retailers and brands can implement ePlay's AR AdKit with existing or new media to drive footfall traffic to retail locations, activate and measure out-of-home advertising inventory, and create interactive and immersive advertising. The advertising can be placed exclusively through ePlay and its AR AdKit partners to reach more





than 10.2 billion impressions per month across thousands of mobile, desktop, and console games and apps including ePlay's flagship game, [Big Shot™ Basketball](#).

"ePlay is excited to offer innovative and immersive advertising solutions in experiential, physical retail, digital, and out-of-home locations to advertisers and brands," says Trevor Doerksen, CEO of ePlay Digital. "Brands can engage a new customer with a stadium billboard and drive footfall traffic to retail or online purchases through augmented reality and gamification."

eMarketer forecasted last year that digital ads will account for 50% of total eCommerce ad spending by 2020, at more than \$357 billion. ePlay, through its technology platform and partnerships, is well-positioned to grow alongside the fastest growing digital platform in the world - mobile games. ePlay's AR ADKit ads enable a consumer to match the experience of playing a video game with gamified and immersive advertising.

[Click for Demo 3D Ad](#)

Brands can now request sample AR ads and demographic targeting by contacting ePlay Digital at [info@eplaydigital.com](mailto:info@eplaydigital.com) or by phone in:

Los Angeles - (310) 684-3857 ext 27;  
Toronto - (647) 435-3591 ext 27;  
Calgary - (403) 775-9475 ext 2.

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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.

*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.*



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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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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.