



FOR IMMEDIATE RELEASE
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ePlay and Alpha Esports Inc. Announce Mobile eSports Tournament Partnership
ePlay and Alpha to offer virtual esports tournaments on Alpha's esports platform, GamerzArena.

[ePlay Digital Inc.](#) ([CSE:EPY](#) | [OTC:EPYFF](#) | [FRANKFURT:2NY2](#)) is pleased to announce its mobile esports tournament partnership with [Alpha Esports Inc.](#) (“**Alpha**”), an integrated live and online competitive esports company. ePlay will integrate its popular sports and entertainment games into Alpha’s online esports platform, [GamerzArena](#).

GamerzArena provides an opportunity for competitive gamers worldwide to become a true part of esports and monetize their daily gameplay, as well as a path for brands to engage them in an organic fashion. Together, both companies will host competitive tournaments using ePlay’s mobile games such as Outbreak, Swish, Swish AR, and more, enabling both companies to add revenue sources, as well as increase their existing user bases.

“This partnership not only allows us to enter the mobile gaming industry, but also allows us to attract a new target audience for GamerzArena,” said interim CEO, Matthew Schmidt. “Our core focus is to continue to increase our existing user base of over 90,000 users and by leveraging ePlay’s strong portfolio of games and their existing user base, we believe we will onboard a new demographic of users.”

“ePlay drives revenue from games like Big Shot, Outbreak, Swish AR and others through advertising, in-app purchases, and esports,” said Trevor Doerksen, CEO of ePlay Digital. “By partnering with Alpha and through the use of GamerzArena, we are setting ourselves up for significant traction on user growth for our mobile games, as well providing ourselves with new revenue opportunities. We look forward to building a long term working relationship with Alpha.”

According to [Niko Partners](#), “mobile esports will become the fastest sector of growth in the esports industry. A mobile esports boom is poised to propel mobile esports from a niche industry to the mass market.”

Further details on upcoming tournaments and contests will be released in the coming days.

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](#) and Howie Mandel mobile game collaboration - [HowiesGames.com](#). 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.

About Alpha Esports Inc.

[Alpha Esports](#) is a multi-fold, vertically integrated esports company with competitive social gaming at its core. Alpha's ecosystem conducts operations in several sub-sectors to satisfy the emerging needs of the esports industry. These include real estate assets, IP creation with an online tournaments platform, production & broadcasting, charity fundraising, celebrity and industry influencer agreements, and publishing.

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