



FOR IMMEDIATE RELEASE
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ePlay Successfully Gains Apple Approval For New Flagship Mobile Game
New game successfully navigates Apple's [ban](#) on coronavirus-themed games

ePlay Digital Inc. ([CSE:EPY](#) | [OTC:EPYFF](#) | [FSE:2NY2](#)) (the "Company") today announced that Apple has approved a new ePlay flagship mobile game title for the App Store. The new augmented reality mobile game is a result of ePlay's partnership with comedian, host and producer Howie Mandel.

The new game was originally set to launch on April 17th on a popular daily daytime TV program that Mandel was scheduled to guest host. When Los Angeles television production went into hiatus due to California state actions against the COVID-19 pandemic, the game launch was postponed. On the same day in March, Apple updated its App Store developer policy effectively banning entertainment apps and games that are themed around COVID-19. Production on the new game continued despite the pandemic and although the game does not have themes around COVID-19, it does play on Mandel's germaphobia - close enough to get caught up in Apple's review process.



The new game is now available as a public beta version and can be downloaded through Apple's Test Flight after submitting an email address to www.howiesgames.com. Future releases will feature real-world rewards as a result of a recent partnership with Versus Systems, Inc. ([CSE: VS](#) | [OTCQB: VRSSF](#) | [FSE: BMVA](#)).

The new flagship title joins ePlay's line-up in the Entertainment category, one of 3 current categories of mobile games now featured at www.eplaydigital.com. The categories are [eSports](#), [Sports](#), and [Entertainment](#). The announcement to officially launch the new game will follow.

"I was backstage during a taping of America's Got Talent when a whole bunch of things started to shut down due to COVID, including the taping of some of the most popular TV shows," says Trevor Doerksen, CEO of ePlay. "ePlay's effort to make video games, businesses, and lifestyles pandemic-compatible has paid off with Apple's approval of our latest flagship game."



BIG SHOT

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.

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