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FOR IMMEDIATE RELEASE
Los Angeles, CA, April 20, 2021

ePlay Announces 1360% Increase in “Howie Go Viral” App Downloads

Howie Mandel’s new podcast helps bring attention to “Howie Go Viral” mobile game.

[ePlay Digital Inc.](#) ([CSE:EPY](#) | [OTC:EPYFF](#) | [FSE:2NY2](#))

(the “Company”) today announced that its flagship title, *Howie Go Viral* featuring Howie Mandel had a material increase in app downloads during the launch week of *Howie Does Stuff* Podcast. In total, app downloads increased 1,360% over the same week last month. In addition, the app reached a rank of #33 in the Apple App Store Family Games for the week. The company exceeded and sustained its initial target of 500 app downloads per day for *Howie Go Viral* during the week as well. Marketing will be expanded to other titles and platforms in coming days.



“The first step, after building a great mobile game, towards revenues is app downloads,” says Trevor Doerksen, CEO of ePlay Digital. “Last week was a record-breaker for ePlay and like *Howie Go Viral* game slogan says - Infecting is Infectious. As we increase our marketing and awareness efforts, we expect to continue to see significant progress in terms of downloads and usage for all of our mobile games.”

[Howie’s Games](#) include titles such as *Outbreak* ([iOS / Android](#)), *Swish AR* ([iOS / Android](#)), and one of ePlay’s flagship games, *Howie Go Viral* ([iOS / Android](#)). Subscribe to [Howie Does Stuff Podcast](#). The [Howie Does Stuff Podcast](#), hosted by Howie Mandel and Jackelyn Shultz, launched April 13, 2021.

About ePlay

[ePlay Digital](#) Inc. is a mobile game creator and publisher specializing in sports, esports and entertainment augmented reality titles, including their new augmented reality running app, [Klocked.me](#), 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



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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.

ePlay Released Games

Howie Go Viral - [iOS](#) / [Android](#)
Outbreak ES - [iOS](#)
Outbreak Unlimited - [iOS](#) / [Android](#)
SwishAR ES - [iOS](#)
SwishAR - [iOS](#) / [Android](#)
Big Shot Basketball - [iOS](#) / [Android](#)
Big Swish - [iOS](#)
Big Shot Swish ES - [iOS](#)

Sign up for early access to Klocked Augmented Reality Fitness App - [Klocked.me](#)

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](#)