



ePlay adds professional athletes and entertainment leaders to team

New strategic partnership to bring marketing and business development power to upcoming products.

(Los Angeles June 26, 2017) – [ePlay Digital Inc. \(CSE:EPY\)](#) (“ePlay”, the “Company”), today announces that it has added Ray Brown EVP of NCredible Entertainment and President of Ankle Socks and Baseball Pants to its strategic advisory board. Brown, a TV and film producer, partners with top sports and entertainment figures to help ensure television shows, movies, consumer products, restaurants, and digital enjoy market success.

ePlay products, such as the recently announced [ePlay Now!](#) and a new Augmented Reality (AR) sports apps, will leverage Brown’s expertise and sports and entertainment network to provide accelerated marketing support to expand and develop existing technology in the market. ePlay is leveraging its existing [Sports Game Engine \(SGE\)](#) and its recently developed Unity 3D/AR games to launch ePlay branded sports and eSports apps starting in the summer of 2017.

“We work with some of the biggest sports and entertainment figures in the world,” says Ray Brown, EVP of NCredible Entertainment and President of Ankle Socks and Baseball Pants Productions. “ePlay’s technology and upcoming product launches attract professional athletes, teams, Hollywood celebrities and media companies to join the team.”

Brown will assist ePlay in bringing its sports and entertaining technology platform and deep mobile app experience to grow audiences exponentially for new and existing business clients and in marketing for ePlay’s own branded apps. The company’s, wholly owned subsidiary Mobovivo, was named one of the top innovation companies at the 2017 Mobile World Congress in [Mashable magazine](#).

“We have learned through working with our fantastic business-to-business clients how great marketing partnerships, timing, and product to market fit are essential to success,” says Trevor Doerksen, CEO of ePlay. “With Ray on our strategic advisory board, relationships, expertise, and a number of unfair marketing advantages will promote growth and blow away competition.”

The partnership will help ensure ePlay’s branded apps become some of the most popular mobile eSports and sports games. The business is expected to increase overall 2017 revenue to ePlay from national brands and exclusive long term advertising contracts in addition to growing its software licensing revenue from business clients.

About ePlay Digital

ePlay Digital Inc. develops real-time fan engagement technologies that enable TV networks, venues, teams, leagues and brands to evolve and meet the demands of today's highly-engaged audiences. ePlay bridges the gap between traditional broadcast and dynamic, next generation multi-platform networks that deliver interactive content, live streaming, augmented reality, fantasy sports, and social media across multiple devices. ePlay is operated by a team of sports, gaming and eSports authorities as well as broadcast and digital technology industry experts,



software engineers and athletes who have brought the Mobovivo Sports Game Engine to market and successfully partnered with companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, CBS, Cineplex, and others.

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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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.

Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. These include, but are not limited to, the Company's ability to identify and complete suitable acquisitions to further the Company's growth as well as risks associated with the Company's ability to commercialize the digital sports sectors in general such as operational risks in development, research and regulatory delays or changes in plans with respect to research projects or capital expenditures; the uncertainty of the market; the uncertainty of estimates and projections relating to costs and expenses; marketing



and commercialization; loss of markets; competition; incorrect assessment of the value of any technologies acquired and failure to realize the anticipated benefits of such acquisitions; ability 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.

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