



ePlay Announces Next Big Thing To Rival Pokémon Go - Big Shot AR

Core Coinz to offer key cross-marketing and in-game incentives.

(Calgary, April 30, 2018) – [ePlay Digital Inc. \(CSE:EPY\)](#) today demonstrated its upcoming Augmented Reality (AR) sports game to a group of investors and the media. The company also announced the name for its upcoming game series. Big Shot AR will be a series of sports games that feature AR, fantasy sports, esports streaming, selfies, and other advanced mobile game features. The game is best described as Pokémon Go for sports.

In addition, the company announced that the ePlay game publisher website, Big Shot AR game website, and game marketing program, known as Core Coinz, are available now, or launching in coming days, to help support the upcoming launch of Big Shot AR. The launch date for the game will be announced next month.

“Walking around the office or the neighbourhood with kids finding virtual reality athletes in the real world, taking augmented reality selfies, and then creating a fantasy team like nobody has ever seen before is really exciting,” says Trevor Doerksen, CEO of ePlay Digital. “There are few games that can rival Pokémon Go and we hope to be able to replicate some of that magic.”

ePlay has leveraged the Mobovivo Augmented Reality Game Engine to create Big Shot AR. The Big Shot AR games series is expected to generate approximately \$1 million USD in new ePlay revenue for 2018. Big Shot AR generates revenue in the \$100B mobile advertising and \$107B mobile gaming markets, where in-app purchases such as level-ups, digital sneakers, custom jerseys, and advanced features have generated over \$2 billion in revenue for Pokémon Go.

The first game in the Big Shot AR series is based on NBA, followed by others sports titles for NFL, NHL, soccer, and MLB. Entertainment AR titles with actors and influencers are also in the works.

About ePlay Digital

ePlay Digital Inc. is a mobile game creator and publisher specializing in sports and entertainment augmented reality titles. 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 the dozens of game titles to market for companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, CBS, and others.

Mobovivo is a wholly owned services-based subsidiary of [ePlay Digital](#). Mobovivo 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. Mobovivo 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.



About Core Coinz

To supercharge fan engagement Core fuses entertainment, sports, and esports to create a new level of events, sponsorship, merchandise sales, and betting. By utilizing the blockchain, Core is the first of its kind technology platform and ecosystem for augmented reality sports and entertainment games. Developed to enable rights holders, influencers, brands, businesses and 3rd party developers to build their own game applications. Founded on the award-winning technology and applications from Mobovivo and experiences of ePlay with prominent partners. Core is where Pokémon Go meets Daily Fantasy and Amazing Race meets Hunger Games.

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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